



June 29, 2012

The Honorable Jocelyn G. Boyd  
Chief Clerk/Administrator  
Public Service Commission of South Carolina  
101 Executive Center Drive (29210)  
Post Office Drawer 11649  
Columbia, South Carolina 29211

Re: Docket No. 2010-41-E

Dear Mrs. Boyd:

Pursuant to the Commission's February 12, 2010 directive in Docket No. 2010-41-E, Progress Energy Carolinas, Inc. submits the attached report summarizing the results of the 2010 and 2011 Program Year evaluation, measurement & verification (EM&V) efforts for its Residential Lighting Program. Progress Energy Carolinas, Inc. is currently evaluating the recommendations provided in the EM&V report.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'Len S. Anthony', written over a large, stylized, loopy flourish.

Len S. Anthony  
General Counsel  
Progress Energy Carolinas, Inc.

LSA:dhs

Attachment  
STAREG2739



# **EM&V Report for the 2010- 2011 Residential ENERGY STAR® Lighting Program**

**Presented to:  
Progress Energy Carolinas**

**Prepared by:  
Navigant Consulting, Inc.  
with Apex Analytics, Inc.  
and The Cadmus Group, Inc.**



**June 27, 2012**



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## Executive Summary

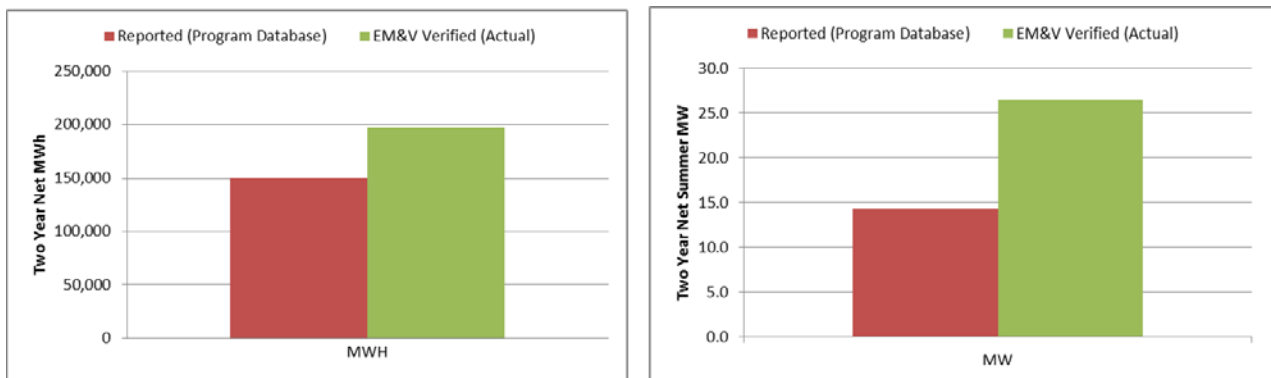
The Residential ENERGY STAR® Lighting Program (Residential Lighting Program) is part of the portfolio of energy efficiency programs initiated by Progress Energy Carolinas (PEC) beginning in late 2008. The main goal of the Residential Lighting Program (RLP or “the Program”) is to reduce energy consumption and peak demand through increased consumer awareness and adoption of energy-efficient lighting measures. This report covers evaluation, measurement, and verification (EM&V) activities for the RLP for Program Years 2010 and 2011 (PY2010 and PY2011), defined as those lighting products sold during the 2010 and 2011 calendar years.

The primary purpose of the EM&V assessment was to estimate **net annual energy and peak demand impacts** associated with 2010-2011 RLP activity. Secondary objectives included the following:

- » Evaluating the strengths and weaknesses of current program processes and customer perceptions of the program offering and delivery
- » Assessing customer awareness, perceptions, and use of efficient lighting products
- » Recommending improvements to program processes that support greater savings, enhanced cost-effectiveness, and improved customer satisfaction

Program performance exceeded expectations in 2010-2011. Energy savings verified through the EM&V assessment are roughly 40 percent greater than reported energy savings, while net demand savings are approximately 80 percent greater than the reported summer peak demand savings (Figure 1). This strong performance was due to greater than anticipated bulb sales, higher summer peak coincidence usage, and sales going to both residential and commercial customers.

**Figure 1. Comparison of Reported and Verified Program Performance (2010-2011)**



Sources: Navigant analysis, RLP tracking database. Savings are net values that account for free ridership and spillover.

## Program Summary

Under the RLP, PEC indirectly offers incentives to customers through participating retailers to encourage greater adoption of ENERGY STAR compact fluorescent lamps (CFLs). PEC partners with

numerous manufacturers and retailers across its service territory to offer a wide selection of measures to customers. The Program promotes purchase of these measures by providing and placing marketing resources in retail locations, and by increasing customer education and awareness through use of printed collateral, online resources, and targeted retail and community events.

### *Evaluation Methodology*

The evaluation of the RLP included a mix of both primary and secondary data collection and analysis, including staff and implementer interviews, a database review, a general population survey, customer intercept and follow-up surveys, in-home lighting audits, and analysis of existing metered data. In total, the EM&V Team completed over 850 telephone surveys, 250 in-person intercept surveys, and 100 in-home lighting audits.

### *Program Impact Findings: Net Energy and Peak Demand Reductions*

PEC's program tracking database provided savings values for energy and peak demand based on program participation data and assumed unit savings, or "**deemed savings**," values. The EM&V Team verified the accuracy of these reported savings values based on the findings from the primary and secondary data collection and analysis. The result was a set of **verified net savings**.

The Residential Lighting Program was projected to sell 5.4 million discounted CFL bulbs through 2011 to residential customers within PEC's service territory in North Carolina and South Carolina. The program exceeded its planning estimates for CFL unit sales by 22 percent, selling over 6 million standard CFL bulbs and nearly 500,000 specialty CFL bulbs (over 6.5 million total bulbs). After accounting for sales outside the service territory and sales to non-residential customers, over 80 percent of these CFLs went to PEC residential customers, exceeding an average of four CFLs per residential customer in just a two-year period.

The greater number of bulb sales, combined with higher than expected sales to commercial customers who have greater lighting usage characteristics than residential customers, led to realization rates of 1.32 for the energy savings and 1.85 for the summer peak demand reductions. Table 1 below provides a summary of the program-reported and evaluation-verified key gross and net energy and demand savings for the two-year period from 2010 through 2011. Table 2 demonstrates that 32 percent of the energy savings, 42 percent of the summer demand savings, and 31 percent of the winter demand savings, respectively, were in the commercial sector. Navigant Consulting, Inc. (Navigant), recommends that these savings be claimed as commercial energy and demand savings; program costs, proportional to the savings, should also be allocated to the commercial sector.

**Table 1. Residential Lighting Program (2010-2011) Gross and Net Impact Savings Estimates**

Gross and Net Parameter and Savings Estimates	Energy Savings (MWh)		Summer Demand Savings (MW)	
	Reported (Program Database)	Evaluation Verified	Reported (Program Database)	Evaluation Verified
Total Two-Year Gross Savings	214,305	303,831	20.5	40.7
Two-Year Gross Realization Rate	1.42		1.99	
Net-to-Gross Ratio	70%	65%	70%	65%
Two-Year Net Savings	150,013	197,385	14.3	26.4
Two-Year Net Realization Rate	1.32		1.85	

Note: Savings are broken out by year in the impact evaluation results section.

Source: Navigant analysis

**Table 2. Summary of 2010-2011 Verified Net Savings Estimates by Sector**

Verified Net Savings Estimates	Residential	Commercial	Total (All Sectors)*
2010-2011 Net MWh Savings	134,303 (68%)	63,082 (32%)	197,385 (100%)
2010-2011 Net Summer MW Savings	15.3 (58%)	11.1 (42%)	26.4 (100%)
2010-2011 Net Winter MW Savings	21.4 (69%)	9.5 (31%)	30.9 (100%)

\*Excludes bulbs sold to non-PEC customers.

Source: Navigant analysis

## Process and Market Characterization Findings

The Process Evaluation finds that the RLP is operating relatively smoothly and, in addition to surpassing sales projections, has achieved success on a number of additional aspects:

- » Strong participation has been achieved with manufacturers and retailers.
- » Channels are in place to reach a broad range of residential buyer segments via the different retailers involved.
- » PEC has attempted to manage participating stores with requirements intended to reduce leakage by evaluating PEC customer proximity and density.
- » Customers are offered a variety of choices in bulb styles and specialty applications from multiple and most leading manufacturers.

- » Through Ecova (formerly known as Ecos), stores are provided program liaisons and support for training and marketing events.
- » Program management is actively exploring and acting on opportunities to improve and expand the program.

However, there are concerns that PEC may want to address to improve customer awareness both of efficient lighting technologies as well as PEC's role in making products available at lower prices:

- » Customer awareness is low for CFL products, particularly for specialty bulbs, which are not well represented in sales.
- » Marketing may be contributing to CFL sales, but is not resulting in awareness that PEC is providing this program and funding the product discounts.

The RLP appears to have a strong foundation in place from which to evolve the program in response to changing regulation and market conditions.

### ***Recommendations***

Overall, during 2010 and 2011 the RLP was running extremely well, with higher than anticipated sales and energy/demand savings. The market potential, however, remains strong; CFL awareness is low and consumers continue to use working incandescent products in many of the lighting sockets in their homes.

The evaluation team recommends a number of discrete actions for improving the RLP offering and expanding the market for energy-efficient lighting. These recommendations are organized around the following four broad objectives:

1. Updating the deemed savings values, which will result in better planning estimates and increased forecasted savings
2. Improving customer awareness and use of energy-efficient lighting
3. Improving program awareness and reach
4. Verifying and improving retailer/employee role

Table 3 summarizes these program recommendations.

**Table 3. Summary of Recommendations**

Update Program Deemed Savings Values	
<b>1. Revise deemed savings based on EM&amp;V findings</b>	a. Key increases in parameters such as peak coincidence, hours of use, commercial sales, and installation rate trajectories
	b. Key reductions due to leakage and lower net-to-gross ratio than anticipated
	c. Bulbs sold to non-residential customers should be accounted for as commercial energy and demand savings. Program costs, proportional to the savings, should also be allocated to the commercial sector
Improving Customer Awareness and Use of Efficient Lighting	
<b>2. Educate customers regarding CFLs</b>	a. Expand general marketing efforts for basic education regarding CFLs
	b. Educate customers about specialty CFL options and availability
	c. Educate customers regarding upcoming changes, and product choices, under EISA
	d. Educate customers about the need, importance, and availability of CFL recycling
<b>3. Promote higher saturation of CFLs</b>	a. Promote early replacement of working incandescents
	b. Promote consumer goal of higher CFL saturation
<b>4. Increase promotion of CFL recycling centers</b>	a. Increase awareness and ease of safe disposal
Improving Program Awareness and Reach	
<b>5. Revise program messaging and test new channels and tactics</b>	a. Emphasize “savings” rather than prizing
	b. Clarify that PEC is providing savings (initial cost and their bill)
	c. Evaluate alternative labeling/stickers/receipt messages, etc.
	d. Work with retailers to develop and test alternative displays or make use of end caps to feature additional messages to further emphasize PEC involvement
<b>6. Work with participating store managers to ramp up in-store promotional activities</b>	a. Expand current approach to additional stores, increase frequency of promotional activities, and feature specialty bulbs
	b. Work with retailers to make use of end caps or other high-traffic areas for feature displays
Verify and Continue to Improve Retailer/Employee Role	
<b>7. Investigate effectiveness and frequency of retail store employee training and effectiveness of current strategies to motivate their engagement with customers to explain and promote CFL use</b>	

## 1. Introduction

The main goal of the Residential Lighting Program (RLP or “The Program”) is to reduce energy consumption and peak demand through increased consumer awareness and adoption of energy-efficient lighting measures. Under the Program, Progress Energy Carolinas (PEC) indirectly offers incentives to customers through participating retailers to encourage greater adoption of ENERGY STAR® qualified lighting measures.<sup>1</sup> PEC partners with numerous manufacturers and retailers across its service territory to offer a wide selection of measures to customers. The Program promotes purchase of these measures by providing and placing marketing resources in retail locations, and by increasing customer education and awareness through use of printed collateral, online resources, and targeted retail and community events.

This report covers evaluation, measurement, and verification (EM&V) activities for the RLP for Program Years 2010-2011 (PY2010-PY2011) projects, defined as purchases of discounted bulbs during the 2010 and 2011 calendar years.

EM&V is a term adopted by PEC and refers generally to the assessment and quantification of the **energy and peak demand impacts** of an energy efficiency program. EM&V may use a variety of analytic approaches including on-site verification of installed measures, analysis of customer billing records, and application of engineering and energy simulation models. EM&V also encompasses an evaluation of program processes and customer feedback, typically conducted through participant surveys. A glossary of evaluation terms is provided in Appendix A.

This report is intended for PEC’s internal use to support program improvements as well as to support compliance of requirements mandated by the North Carolina Utilities Commission and Public Service Commission of South Carolina.

### 1.1 Objectives of the Evaluation

The primary purpose of the EM&V assessment was to estimate **net annual energy and peak demand impacts** associated with 2010-2011 RLP activity. Secondary objectives included the following:

- » Evaluating the strengths and weaknesses of current program processes and customer perceptions of the program offering and delivery
- » Assessing customer awareness, perceptions, and use of efficient lighting products
- » Recommending improvements to program processes that support greater savings, enhanced cost-effectiveness, and improved customer satisfaction

Ultimately, PEC can use these results for reporting impacts to the North Carolina Utilities Commission and the Public Service Commission of South Carolina; as an input to system planning; and as a way to improve future program delivery.

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<sup>1</sup> For 2010 and 2011, PEC offered discounts on CFLs. Future program years may introduce light-emitting diode (LED) lighting and ENERGY STAR fixtures.

## 1.2 Reported Program Participation and Savings

PEC maintains a program tracking database that identifies, for each transaction, the rebate date, amount of rebate paid, CFL type, number of CFLs, store name, and expected energy and demand savings. Table 1-1 below shows participation and savings reported by bulb type. In total, over 6.5 million program bulbs were sold in 2010 and 2011, with claimed savings of 214,305 megawatt-hours (MWh) and 20,450 kilowatts (kW).

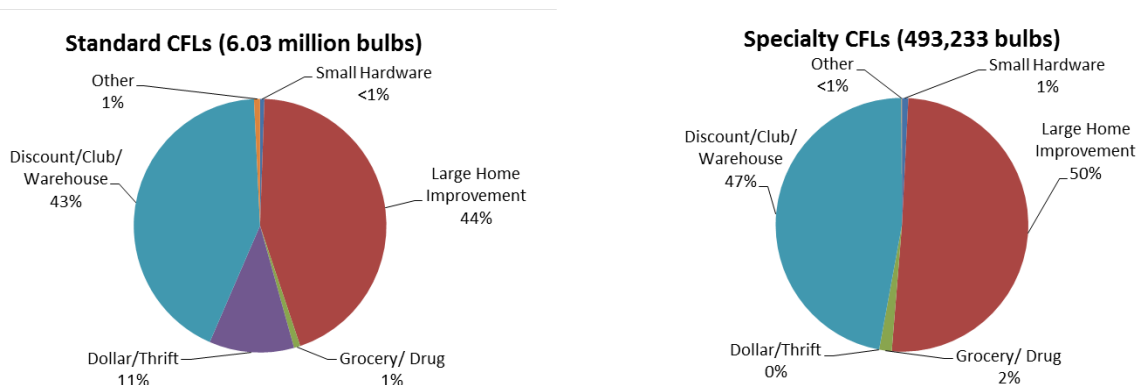
**Table 1-1. RLP 2010-2011 Reported Gross Annual Energy and Summer Peak Demand Savings by Bulb Type**

Measure	Program Bulbs		Energy Savings		Coincident Summer Demand	
	Number of Bulbs	Fraction of Bulbs	Annual Energy Savings (MWh)	Fraction of Annual Energy Savings	Coincident Demand Savings (kW)	Fraction of Coincident Demand Savings
Standard "Twister" CFLs	6,034,259	92%	197,253	92%	18,833	92%
Specialty CFLs	493,233	8%	17,052	8%	1,617	8%
Total	6,527,492	100%	214,305	100%	20,450	100%

Source: Navigant analysis of 2010-2011 RLP tracking database

A total of 16 retail chains participated in the RLP in 2010 and 2011, representing a wide mix of retailer types. As shown in Figure 1-1, Large Home Improvement stores (e.g., Lowe's and Home Depot) represented the largest distribution channel, followed by Discount/Warehouse stores (e.g., Wal-Mart, Sam's Club, and Costco). These two channels represented 87 percent of standard CFLs and 97 percent of program specialty CFL sales.

**Figure 1-1. Distribution of Bulbs by Store Type**



Source: Navigant analysis of RLP 2010-2011 tracking database

## 2. Evaluation Methods

The evaluation of the RLP included a mix of both primary and secondary data collection and analysis. A summary of the evaluation activities is presented in Table 2-1 and includes staff and implementer interviews, a database review, a general population survey, customer intercept and follow-up surveys, in-home lighting audits, and analysis of existing metered data. In total, the EM&V Team completed over 850 telephone surveys, 250 in-person intercept surveys, and 100 in-home lighting audits.<sup>2</sup> Each of the evaluation activities is discussed in more detail below.

**Table 2-1. Data Collection Activities**

Evaluation Activity	Primary/Secondary Data Analysis	Sample Size	Impact	Process	Market Characterization
Staff/Implementer interviews	Primary	4		✓	
Database review	Primary	NA	✓		
General population survey	Primary	605	✓	✓	✓
Customer intercept and follow-up survey	Primary	250/54	✓	✓	✓
In-home lighting audits	Primary	100	✓		✓
Analysis of metered data	Secondary	NA	✓		

*Source: Navigant Evaluation Team*

### 2.1 Data Collection Activities

#### 2.1.1 Staff/Implementer Interviews

The evaluation team conducted interviews with two PEC program staff and two members of the Ecova (formerly known as Ecos) contractor team in order to understand how the program was working and what program changes might already have been implemented since the program filing. The following topics were discussed during the interviews:

- » Program roles and activities
- » Program data flows, reporting, and quality management
- » Feedback from implementation contractor, participating retailers, and customers
- » Marketing activities and interactions with other programs
- » Program performance and resulting or potential changes to program design

<sup>2</sup> In addition, interviews with corporate retailers were attempted but terminated after poor response rates, likely due to their lack of involvement in the program. Future evaluation efforts will gather the retailer perspective based on interviews with retail store managers, who have the most contact with the program through frequent interaction with Ecova.

These interviews provided insights about challenges faced and how staff managed and responded, as well as an understanding of aspects of the program that were working effectively.

### **2.1.2 Program Database Review**

The EM&V Team conducted a thorough review of the program database, examining fields for data integrity, reviewing the savings algorithms, and confirming that program total savings were supported by individual transaction-level data.

### **2.1.3 General Population Survey**

The EM&V Team conducted telephone surveys with 605 randomly selected PEC residential customers. The surveys were conducted in November 2011, using a stratified random sample approach to ensure proportional representation by each of the PEC regions.

The survey was used to explore impact, process, and market characterization topics, including the following:<sup>3</sup>

- » What was the program's influence on purchases of energy-efficient lighting products (e.g., free ridership and spillover)?
- » What percent of customers are aware of standard and specialty CFLs?
- » What percent of customers are aware that PEC promotes energy-efficient lighting?
- » What percent of customers are aware of the Energy Independence and Security Act of 2007 (EISA), do customers understand the implications of EISA, and how have purchase patterns changed due to EISA?
- » What percent of customers have purchased and installed standard CFLs, specialty CFLs, and LEDs?
- » Why are customers not purchasing (additional) energy-efficient lighting products for all sockets?
- » Are customers recycling expended CFL bulbs?

### **2.1.4 Customer Intercepts and Follow-Up Surveys**

Navigant Consulting, Inc. (Navigant), project personnel conducted in-store intercepts of shoppers buying lighting products as part of the RLP evaluation. Shopper interviews were conducted in July and August 2011 at 20 stores participating in PEC's upstream buy-down program. Shoppers were offered a \$5 incentive to answer questions regarding program awareness, the importance of the discount on their purchase decision, and whether or not they were PEC residential customers. A total of 250 in-store intercepts were completed, with the sample distributed nearly evenly across PEC's Northern, Eastern, Western, and Southern operating regions.

The majority of the in-store intercepts were conducted at branches of three "big box" retailers: Home Depot, Lowes, and Wal-Mart. These three retailers also represent a large percentage (75 percent) of program bulb sales. The Navigant team did conduct test interviews in June 2011 in two "small retail" stores, but shopper traffic was so low that it was soon deemed uneconomical to continue. Hence, the focus of the effort was on these larger, high-volume stores.

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<sup>3</sup> The final survey instrument is included in Appendix B.

In addition to the in-store intercepts, Navigant conducted follow-up telephone surveys with those respondents that purchased program bulbs. The purpose of the interviews was to understand a number of topics, including the installation rate and location, satisfaction, and additional indicators of net-to-gross (NTG), such as the purchase of additional CFLs. Telephone interviews were conducted in August 2011, within a few weeks of the in-store intercept surveys. Navigant was able to successfully reach 54 of the 182 program bulb purchasers that had participated in the intercept survey.

### **2.1.5 In-Home Lighting Audits**

A total of 100 homes were visited in February 2012 as part of the on-site verification. The homes were recruited from the general population survey (GPS) and represented a random sample of residential customers, including representation of various housing types, socioeconomic characteristics, and bulb and fixture saturation (including homes with no energy-efficient lighting products). Customers were offered an incentive of \$50 for participating in the study.

EM&V personnel recorded the number of sockets in each home; the type of bulbs, fixtures, and controls on each socket; the number and type of bulbs in storage; and information on incandescent baseline wattages. The final audit form is presented in Appendix B.

### **2.1.6 Analysis of Metered Data**

In addition to the primary data collection activities, the EM&V Team also analyzed data from two lighting metering studies that estimated CFL daily hours of use and peak coincidence. The first study, conducted in 2009, was a joint PEC/Duke Energy study that examined hours of use and peak coincidence for 64 residential customers (installing 264 light loggers).<sup>4</sup> The second study, conducted in 2010, was a Duke Energy metering study of the installed 156 loggers in 34 homes.<sup>5</sup> As described below, the data from these studies were combined to provide an estimate of hours of use and peak coincidence.

## **2.2 Gross Impact Analysis**

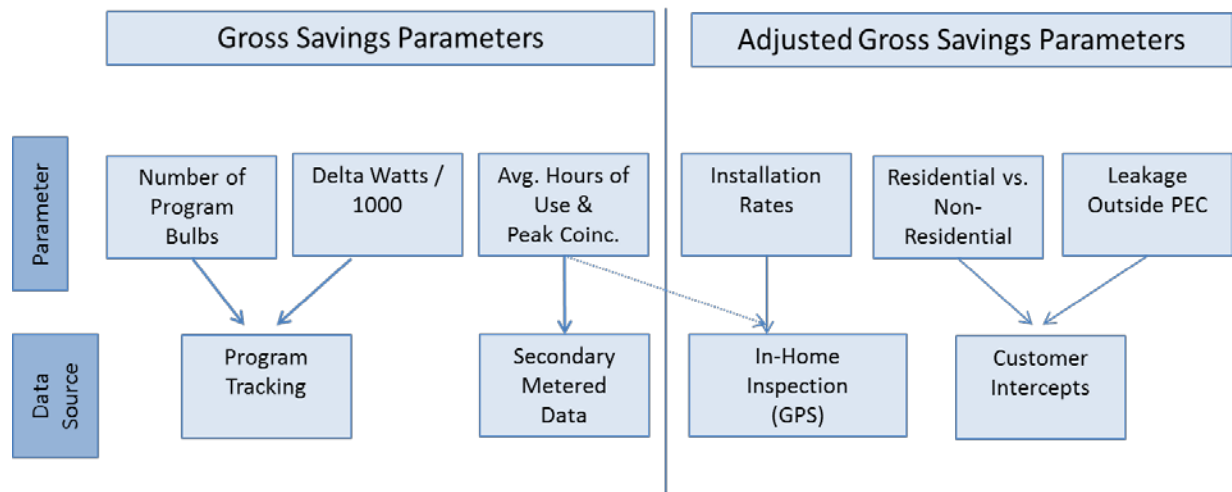
As shown in Figure 2-1, the gross energy and demand savings for the RLP are composed of two groups of parameters: gross savings parameters, which represent the product of the number of bulbs, change in watts, and hours of use (and peak coincidence factor for demand savings); and adjusted gross savings parameters, which adjust the savings upwards or downwards based on installation rates, sales to non-residential customers, and sales outside the service territory. The data source for each of these is also presented in Figure 2-1 and discussed in more detail below.

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<sup>4</sup> Lighting Logger Study: Results of a Customer Survey as Part of Duke Energy's CFL Lighting Logger Program, Prepared by Integral Analytics and TecMarket Works, June 23, 2009.

<sup>5</sup> Duke Energy Residential Smart Saver CFL Program in North Carolina and South Carolina: Results of a Process and Impact Evaluation, Prepared by TecMarket Works and Building Metrics, February 15, 2011.

**Figure 2-1. Summary of RLP Gross Impact Analysis**



### 2.2.1 Number of Program Bulbs

The program tracking database contains detailed transaction-level data for each CFL that was sold through the program, and thus was used to derive the total number of program bulbs. The program tracking data also contained retailer name and bulb type, allowing for additional analysis of sales by channel for both standard and specialty CFLs. In addition, the totals were cross-checked with the year-to-date snapshots from the program tracking database to ensure that the detailed data supported the summary program reporting.

### 2.2.2 Delta Watts

Delta watts represent the difference between the wattage of the CFL and the wattage of the assumed baseline measure. The EM&V Team used two methods to assess the delta watts: lumen equivalency and manufacturer-rated.

As noted above, the wattage of each program CFL was available from the program tracking database. The EM&V Team imported the program tracking data into a statistical analysis software package (SAS) and assigned each of the CFLs into the appropriate EISA bin based on the manufacturer-reported lumens. For each bin, CFLs were assigned the appropriate assumed baseline wattage as presented in the 2011 column of Table 2-2. For example, CFLs with 1,500 lumens were assumed to have a baseline of 100 watts, and 1,200-lumen CFLs were assumed to have a baseline of 75 watts. Delta watts were then calculated by taking the difference of the lumen equivalent baseline wattage and the manufacturer-reported CFL wattage.

**Table 2-2. Estimated Baseline Wattage for Lumen Equivalencies by Year Installed<sup>6</sup>**

Lumen Range	2011 Baseline	2012 Baseline	2013 Baseline	2014 Baseline

<sup>6</sup> The 2012-2014 columns are provided for reference for future assumed wattage baselines, incorporating EISA standards. Note the shading represents the initial year of the progressive EISA phase-in requirements.

1,490–2,600	100 W	72 W	72 W	72 W
1,050–1,489	75 W	75 W	53 W	53 W
750–1,049	60 W	60 W	60 W	43 W
310–749	40 W	40 W	40 W	29 W

Source: 2007 Energy Independence and Security Act

The values from this lumen equivalency approach were then compared to the manufacturers' reported delta watts (i.e., the difference of the manufacturers' baseline wattage and the manufacturers' rated CFL wattage), which was the assumed delta watts in the program tracking system.

Of the more than 6.5 million bulbs in the program, approximately 6 percent were found to have discrepancies between the lumen equivalent and manufacturer-rated approaches for estimating delta watts. Upon more detailed review, however, the EM&V Team found that the vast majority of bulbs with discrepancies were specialty CFLs such as reflectors (e.g., parabolic aluminized reflector, or PAR, lamps). These bulbs were flagged largely because the manufacturer-rated baseline wattage falls in bins that are not identified by EISA (e.g., 120 watts, 65 watts, or 50 watts). Further review, as demonstrated in Figure 2-2, found that these bulbs had equivalent incandescent or halogen wattages available; thus, the manufacturer-rated delta watts appeared reasonable. Note that EISA defines reflector lamps separately from general service lamps and thus establishes unique performance standards for these lamp types.<sup>7</sup> EISA does not provide lumen bins for reflector lamps.

**Figure 2-2. Example of Manufacturer-Rated Baseline**



The EM&V Team did identify one make/model representing approximately 58,000 program bulbs (about 0.9 percent of total program bulbs) that had a typo on the lumens (600 instead of 1,600), making it appear as if the baseline should have been lower. The actual 1,600 manufacturer lumen rating would place this bulb in the 100-watt baseline equivalent, which is consistent with the manufacturer baseline wattage.

<sup>7</sup> Reflector lamp requirements in EISA actually took effect in 2008. EISA basically applies the performance standards established in 1992 for R and PAR lamps >2.75" (22/8) in diameter to a wider range of reflector lamps, including Parabolic Aluminized Reflector (PAR#), Bulged Parabolic Aluminized Reflector (BPAR#), Bulged (BR#), and Ellipsoidal (ER#) reflector lamps with rated wattage of 40 watts or greater. Note, however, the 65-watt BR30, BR40, and ER40 lamps are exempt.

During the in-home audit the EM&V Team also explored the possibility of bin shifting, whereby consumers may bin shift up to a higher wattage of efficient product to get the light output they expect. As an example, if a consumer finds a CFL 60-watt equivalent is not bright enough, he or she may replace the next 60-watt incandescent with a CFL that is rated as a 100-watt equivalent. In total, 14% of the in-home audit respondents stated that they actually did purchase a different equivalent rated bulb, but only on 2.6% of the bulbs. In addition, the direction of the shift was not always upwards, as some respondents said they purchased downwards.<sup>8</sup> In total, it appears that the bin shifting effect is negligible, and therefore was not factored into the delta watts analysis.

Summarizing, the EM&V analysis of every bulb in the program tracking database found that the lumen equivalence approach was consistent with the manufacturer-rated delta watts (the same as the database value) for nearly all bulbs. For the specialty bulbs that fell outside of the EISA general service lamp requirements, manufacturers' baseline rated wattage was used. In addition, because EISA requirements did not begin until January 2012, we did not make any adjustments for first-year savings due to changing baselines.

### **2.2.3 CFL to CFL Replacement**

While the GPS did include questions about CFL to CFL replacement, the methodology employed for this study assumes that at the time of measure failure, the customer may install a standard incandescent product or energy-efficient lighting, regardless of what was previously installed. This methodology, therefore, assumes a standard efficiency baseline for every CFL installation. In addition, because consumers who replace CFLs with CFLs are more likely to be free riders, the NTG analysis incorporates the potentially lower baseline estimate. As an example, for customers that purchase a program CFL to replace another CFL and were intending to do so without the program, the reduction in savings is made in the NTG estimate (i.e., the customer would be counted as free rider and the savings could not be claimed). Were the adjustment to be made in both the NTG and the baseline, the analysis would be overestimating the reduction in savings.

### **2.2.4 Hours of Use and Peak Coincidence**

Hours of use and peak coincidence were estimated based on review and analysis of two recent studies. As shown in Table 2-3, the first study, conducted in 2009, was a joint PEC/Duke Energy study in North and South Carolina. The second study, completed in 2010 in the same states, was for Duke only. The key differences between the studies were the sample sizes (the joint study had a substantially larger sample size), the month metered (although both had three-week periods, the joint study was in the spring and the Duke study in the fall), and the bulbs selected. (The joint study included incandescents, the Duke study only included CFLs.)

In order to provide a more robust sample size, the data from the two studies were combined and analyzed together, weighting to account for differences in sample size. The final combined dataset offered a number of advantages over relying on secondary data from other states, including recently

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<sup>8</sup> Interviewers were instructed to clarify to respondents that the question was asking about the rated equivalent wattage, not the actual wattage, but some respondents may still have misunderstood and said they decreased the wattage. Where the question was misunderstood, however, would indicate that bin shifting likely did not occur.

collected data, a sample size of almost 100 homes, and primary data collected in the Carolinas. The final data, however, included a number of limitations, including the following:

- » ***Hours of use between incandescents and CFLs can vary.*** The 2009 joint PEC/Duke study included a mix of CFLs and incandescent lamps. Because there have been educational efforts to encourage consumers to install CFLs in the highest use sockets first, there is the likelihood that that estimated hours of use – as well as the peak coincidence – are conservative estimates. Evidence of this exists in the finding that the hours of use was higher for the 2010 Duke study (which included CFLs only) than the 2009 joint study (which included all bulb types), despite rising levels of CFL saturation (and therefore an expectation that hours of use would drop, not rise) from one year to the next.
- » ***The shoulder seasons may not reflect differences by winter/summer.*** Both studies were metered close to the equinox, and thus no adjustments were made for average hours of use across the year. This midpoint on daylight hours, however, may not reflect seasonal differences in winter versus summer hours of use (i.e., factors other than daylight hours can impact hours of use, and the fluctuation increases in the winter and decreases in the summer may not be identical). In addition, the estimate of peak coincidence is based on months other than the actual summer (or winter) peak coincident period. The direction of this potential bias is unknown.
- » ***Unknown precision levels.*** The precision levels around the combined studies were not available, as the Duke study did not include the standard errors around the parameter estimates.

However, in weighing the options of using secondary data from another state or relying on the Carolina metered data, the EM&V Team selected to use the primary metered data. Future research in 2012 and 2013 will include a CFL light logger study on a statistical sample of PEC residential customers.

**Table 2-3. Summary of Lighting Metering Studies Used for Analysis**

Parameter	Joint PEC/Duke Study	Duke Study
Year conducted	2009	2010
Month(s) of metering	April/May	September
Length of metering period	3 weeks	3 weeks
Number of homes	64	34
Number of data loggers	262	156
Lamps metered	CFL and incandescent	CFL only

Source: Navigant analysis

### 2.2.5 Installation Rates

The installation rate represents the percentage of incandescent CFLs that are ultimately installed by program participants. The RLP, however, differs from other energy efficiency programs in that the deep price discounts, the inclusion of multipacks, and the common practice of waiting until a bulb burns out before replacement, can lead to product storage and deferred installation.

The EM&V Team estimated year of sale installation rates through the in-home lighting audit. For each CFL identified on-site, respondents were asked whether the bulb was purchased in the last year. The year of sale installation rate was calculated as the percentage of year of sale CFLs installed, divided by the total number of first-year CFLs found on-site.

In addition, although the year of sale installation rate was less than 100 percent, the GPS confirmed, as have other studies throughout the U.S., that customers do plan to install virtually all of the CFLs in storage, but are waiting for an existing bulb to burn out. To calculate the installation rate trajectory, the EM&V Team relied on findings from the evaluation of the 2006–2008 California Residential Upstream Lighting Programs, which estimated that 99 percent of program bulbs get installed within three years, including the program year.<sup>9</sup> The EM&V Team assumed that the majority of CFLs not installed during the program year would get installed, split equally, in the two years following the program year.

### 2.2.6 Cross-Customer Class and Cross-Service Area Sales

The incentive structure of the RLP inherently does not allow for verification that each purchaser of a program bulb is a residential customer in the PEC service territory. Therefore, some program bulbs may go to non-residential customers (cross-customer class) or customers served by neighboring utilities (cross-service area, or leakage). These parameters were estimated through the intercept survey, in which purchasers of program CFLs were asked where they intended to install the bulbs. Based on the responses, each of the program bulbs was coded into either PEC residential use, PEC business use, or non-PEC use. These parameters are particularly important because sales to business customers will likely lead to higher savings, as the non-residential lights are typically used for more hours per day and have higher peak coincidence, while sales to non-PEC customers will, of course, not lead to direct savings on the PEC grid.

In estimating these parameters, the EM&V Team made a number of adjustments to account for potential methodological biases:

- » ***Data were weighted on bulbs.*** The expected disposition of bulbs was weighted based on the number of bulbs, not respondents. In this way, the parameter estimates account for the fact that business customers might represent a smaller percentage of customers in the retail location, but purchase larger volumes at a time.
- » ***The results were weighted to reflect the percentage of program bulbs represented by the distribution channels in which the intercepts took place.*** As noted above, the intercepts primarily took place among multiple storefronts of three retailers. These larger, “big box” stores may have different cross-customer class and cross-service area sales than grocery stores, dollar

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<sup>9</sup> Final Evaluation Report: Upstream Lighting Program, California Public Utilities Commission, Energy Division, February 8, 2010.

stores, and other retail outlets. To account for this the EM&V Team assumed a conservative estimate in that no CFLs, outside of these retailers, went to business customers. In addition, the EM&V Team assumed sales to non-PEC customers was lower (50 percent) in the stores that were not included in the intercepts compared to those “big box” retailers that participated in the intercept surveys.

### 2.3 *Net-to-Gross Analysis*

Assessing NTG for an upstream lighting program is inherently difficult because as the incentives go to manufacturers, many purchasers of the discounted bulbs are not even aware that the CFLs are discounted by PEC. Retailers, in a sense, are also participating in the program because they are passing on the discounts to the customers and displaying point-of-purchase materials.

Program attribution, particularly for an upstream program such as the RLP, is ultimately trying to assess the increase, or “lift,” in sales of energy-efficient lighting products due to the program. Because CFL market sales data were not available, the sales lift was assessed by speaking to market actors about how influential the program was in increasing sales. For this report, the EM&V Team approached this question by asking GPS respondents a number of different batteries of questions.<sup>10</sup> Respondents that reported purchasing discounted bulbs were asked two sets of questions to assess free ridership:

- » ***Likelihood to purchase in absence of the discount:*** Respondents were asked questions about their likelihood of purchasing the same number of CFLs if they had not been discounted.
- » ***Influence of the discount:*** Respondents were asked a number of questions about the influence of the discount and the marketing materials on their decision to purchase discounted bulbs.

A total of 80 GPS respondents – those that reported purchasing a discounted bulb – were asked these series of questions. The results from the influence and likelihood batteries were then averaged to provide free ridership scores for these respondents, and the overall program free ridership was calculated by taking a weighted average (based on the number of bulbs per respondent) and applied to the entire population of program bulbs.

The GPS did include a number of questions to explore inconsistent answers. For example, respondents that stated they would have purchased the bulb even at full price (high likelihood to purchase in absence of discount), but then stated the price discount was the largest factor in their purchase decision (high program influence) were asked to explain, in their own words, what influence the price of the bulb had on their purchase decision. Those respondents that could not clearly explain their inconsistency (and thus be recoded) were not included in the analysis.

Spillover – or the purchase of additional CFLs that were not discounted through the program – was captured by asking all GPS respondents that reported purchasing full-priced CFLs, and were aware of the PEC program, if the program had any influence on those sales. Respondents were asked to rate the level of influence, explain in their own words how the program influenced them to purchase the non-discounted bulbs, and asked why they did not purchase the program-discounted bulbs. The responses were all reviewed carefully so that only respondents that could clearly demonstrate a high degree of program influence (i.e., give the program a score of five or higher on a ten-point scale and explain the

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<sup>10</sup> Asking NTG questions via a direct solicitation, survey approach is referred to as a self-report approach.

influence) were counted as program spillover. Spillover was calculated by examining responses for both respondents that had purchase program and non-program bulbs (participant spillover) and respondents that only purchased regular priced bulbs (non-participant spillover). Results were also weighted based on the number of bulbs purchased (i.e., by examining the number of additional bulbs that were purchased outside of the program).

### **2.3.1 Market Effects**

The GPS utilized a number of strategies to minimize potential bias in the self-report approach, including using a mix of quantitative and qualitative responses, probing for program influence through multiple questions, and exploring inconsistent responses. The end-use customer self-report approach, however, cannot capture potential market effects, which may include the following:

- » Participating retailers contributing to the price reduction by offering additional incentives
- » Non-participating retailers reducing prices in response to the program (i.e., matching competitors' discounted price)
- » Customers that were not aware of PEC's involvement but purchased CFLs due to program marketing and outreach, increased availability, or increased (program influenced) retailer promotion

Future studies for PEC will investigate these issues with upstream marketing actors, including retail store managers. For this report, however, the NTG should be considered a conservative estimate since these potential market effects are not captured.

### 3. Program Impacts

PEC's program tracking database provided **reported savings** values for energy and peak demand, based on program participation data and assumed unit savings, or "**deemed savings**," values. These deemed savings values were generated based on planning assumptions for the parameters discussed in Section 2.<sup>11</sup> The primary and secondary data analysis examined each of the parameters and – in some cases – developed new estimates. The results thus provide a **verified savings** value.

The term "**gross savings**" refers to reductions in energy consumption and peak demand based on engineering estimates for known quantities and types of measure installations. Gross savings do not account for whether the measures were installed as a result of the program.<sup>12</sup> Table 3-1 compares the **verified gross savings** to the **reported savings**.

*The glossary in Appendix A provides brief definitions of commonly used EM&V terms.*

**Table 3-1. 2010-2011 Annual Energy and Demand Reductions**

	Annual Energy Savings (MWh)	Summer Coincident Demand Reductions (MW)
Reported Gross Savings	214,305	20.45
Gross Realization Rate	142%	199%
Verified Gross Savings	303,831	40.68

*Source: Navigant analysis*

The remainder of this chapter presents the detailed impact findings.

#### 3.1 Gross Savings Parameter Estimates

Table 3-2 summarizes the gross savings parameters for both the program tracking and the evaluation-verified estimates. Differences between the evaluation-verified and the program tracking parameters lead to the differences in the verified gross savings compared to the reported gross savings. The findings for each of these parameters are discussed in more detail below.

<sup>11</sup> Note the planning assumptions did not include any adjustments for sales to non-residential customers or to customers outside the PEC service territory.

<sup>12</sup> Savings attributable to the program can be adjusted for free ridership and spillover/market effects, and are presented later in this chapter.

**Table 3-2. Summary of Gross Savings Parameter Estimates**

Gross and Net Parameter and Savings Estimates	Program Tracking Report	Evaluation Verified	Evaluation Source
CFLs Distributed through the Program	6,527,492	6,527,492	Tracking System
Average Displaced Watts (Delta Watts)	52.0	52.0	EISA Lumen Equivalence/Manufacturer Rating
Average Daily Hours of Use	2.1	Res: 2.59 Bus: 11.97	Res: GPS/Duke/PEC metering studies Bus: KEMA 2008 work paper
Installation Rate (Year of Purchase)	0.80	0.74	In-home Lighting Audit
Sales to Business Customers	0.0	0.08	Store Intercept Survey
Leakage Rate	0.0	0.12	Store Intercept Survey
Summer Peak-Load Coincidence Factor	0.0727	Res: 0.108 Bus: 0.77	Res: PEC/Duke 2009 and Duke 2010 metering studies Bus: KEMA 2008 work paper
Winter Peak-Load Coincidence Factor	0.0727	Res: 0.151 Bus: 0.65	Res: PEC/Duke 2009 and Duke 2010 metering studies Bus: KEMA 2008 work paper and 2010-2011 EEB Evaluation

### 3.1.1 Number of Program Bulbs

As shown earlier in Table 1-1, the RLP reported sales of approximately 3.5 million CFLs in 2010 and 3 million CFLs in 2011, for a total of 6,527,492 program-incented CFLs over the two-year period. The EM&V Team reviewed the tracking database to ensure that transaction-level details were available to support this program total. In total, there were over 73,000 transactions during the two-year period. The review also revealed that the database was quite comprehensive, capturing such fields as CFL make/model, lumens, wattage, and style, as well as retail store name, location, and contact information for each of these transactions. In 2012 the EM&V Team will be conducting interviews with retail store managers to confirm participation in the program; however, based on a thorough review of the tracking database, the EM&V Team believes that the data support the total claimed number of over 6.5 million CFLs for the two-year period.

### 3.1.2 Delta Watts

As noted above, the EM&V analysis of every bulb in the program tracking database found that the lumen equivalence approach was consistent with the manufacturer-rated delta watts (the same as the database value) for nearly all bulbs. Exceptions to this were specialty bulbs that fell outside of the EISA general service lamp requirements, and had comparable standard efficiency lamps in equivalent wattages. The EM&V Team, therefore, did not make any changes to the program-reported delta watts value of – on average – 52 watts per bulb.

### 3.1.3 Hours of Use

As shown in Table 3-3, hours of use varies substantially by room type. Certain high-use rooms, such as kitchens and dining rooms, show higher average lighting hours of use per day, while other rooms such as basements and bedrooms are used far less. The EM&V Team then weighted the average hours of use per day by the proportion of CFLs installed in each room type. This method produced an average use of 2.59 hours per day.

**Table 3-3. Average Daily Hours of Use**

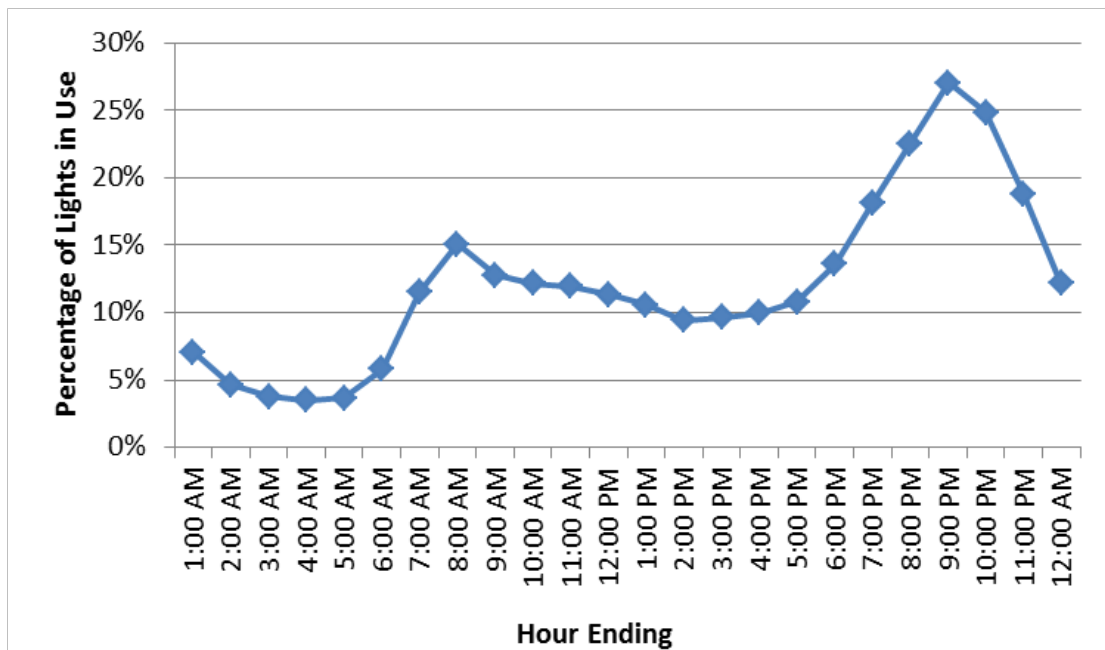
Room Type	Room CFL Installed (n = 2,374 CFLs)	Evaluated Daily HOU by Room Type
Bathroom	18%	2.27
All Bedrooms	24%	1.55
Family/Living Rooms	27%	3.26
Hallway/Foyer	5%	3.51
Kitchen	12%	4.01
Basement	1%	1.44
Dining Room	4%	3.66
Outside	3%	0.47
All Others	7%	1.66
<b>Total CFL Installed</b>	<b>100%</b>	<b>2.59</b>

*Source: Room of installation based on 2011 GPS; Hours of Use by room based on combined 2009 joint PEC/Duke metering study and 2010 Duke metering study.*

### 3.1.4 Peak Coincidence

Summer peak coincidence for the hour ending 5 p.m. was estimated at 9.8 percent for the 2009 joint PEC/Duke study, and 12.8 percent for the 2010 Duke Study. Winter peak coincidence for the hour ending 8 a.m. was estimated at 14.1 percent for the 2009 joint PEC/Duke study, and 17.1 percent for the 2010 Duke Study. Taking a weighted average of these values based on the number of data loggers (262 for the joint study and 128 for the Duke study) provides a weighted average of 10.8 percent for summer peak coincidence and 15.1 percent for winter peak coincidence. Figure 3-1 shows the percentage of lights in use by each hour of the day.

**Figure 3-1. Percentage of Lights in Use by Hour of Day**

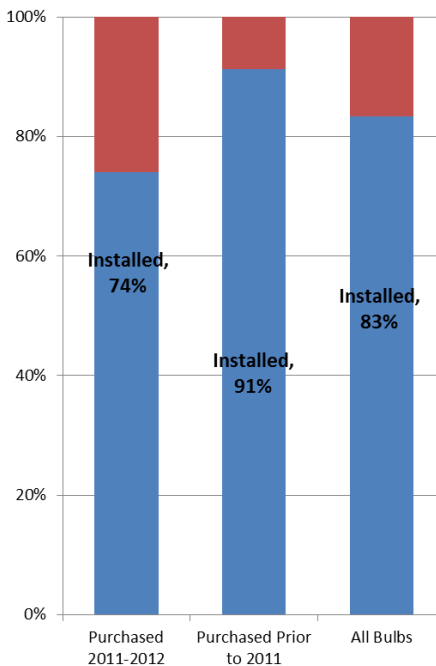


*Source: Based on combined 2009 joint PEC/Duke metering study and 2010 Duke metering study.*

### 3.1.5 Installation Rates

As shown in Figure 3-2, 83 percent of the CFLs found at homes during the in-home audit were installed and 17 percent were in storage. The installation rate, however, differed by when the CFLs were purchased. Of the CFLs obtained in 2011 (or early 2012), 74 percent are installed and 26 percent are in storage; of the CFLs obtained prior to January 2011, 91 percent are installed and 9 percent are in storage.

**Figure 3-2. CFL Installation Rate by When Obtained**



Source: Navigant 2012 in-home lighting audit

As noted above, however, CFL installations will continue after the program year. For example, 95 percent of respondents with CFLs in storage stated they plan to install CFLs after working bulbs burn out. Using the installation rate “trajectory” discussed above in the methodology, the EM&V Team estimated that 99 percent of the CFLs would get installed within two years following the program, and that those additional installations would be split equally in the two years following the program year.<sup>13</sup> This estimated installation means that an additional 12.5 percent of the CFLs sold in 2010 would be installed in 2011 ( $99\% - 74\% = 25\%$ , and  $25\% / 2 = 12.5\%$ ).

A detailed characterization of the future installations of bulbs beyond the program year is provided in Table 3-4. The table is based on actual tracking data, which indicated that over 6.5 million program CFLs were sold during the two-year period. In addition, as presented below, approximately 80 percent of the CFLs (5.2 million) were sold to PEC residential customers. Of these, 74 percent were installed during the year sold and an additional 12.5 percent in each of the two years following each respective year sold. In total, over 4.2 million of the 5.2 million program CFLs sold to PEC residential customers during 2010 and 2011 were installed by the end of 2011.

<sup>13</sup> As an additional verification of the installation rate, the EM&V Team reviewed the results of the survey responses to see if customers were reporting taking out working bulbs for reasons other than burnout. In total, approximately 1 percent of the bulbs were removed due to reasons such as dissatisfaction with the light quality or warm-up time. Therefore, no additional reductions were made to the installation rate based on this analysis.

**Table 3-4. Example of CFL Installation Rate by Year**

Program Year	Program Reported CFL Sales (In Thousands)	Sales to PEC Residential Customers (80% of Total)	Year Bulb Installed			
			2010	2011	2012	2013
<b>PY 2010</b>	3,518	2,804 (100%)	2,075 (74%)	350 (12.5%)	350 (12.5%)	
<b>PY 2011</b>	3,009	2,398 (100%)		1,775 (74%)	300 (12.5%)	300 (12.5%)
<b>Total</b>	6,527	5,202 (100%)	2,075	2,125	650	300

Source: Program tracking data and Navigant analysis based on in-home audits

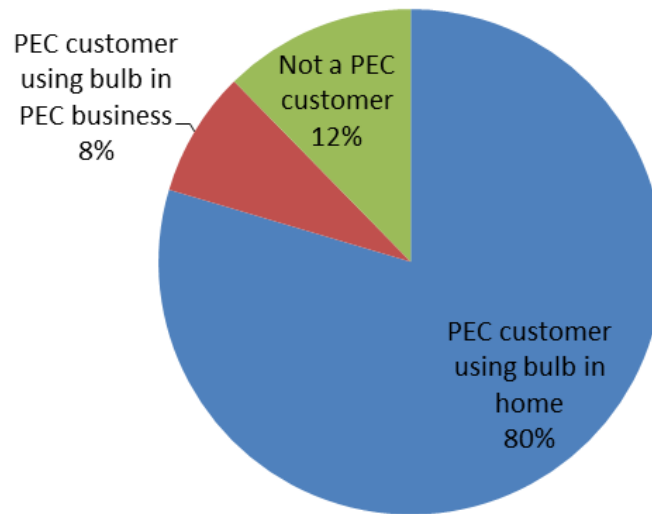
### 3.1.6 Cross-Customer Class and Cross-Service Area Sales

Approximately 85 percent of purchasers of program bulbs reported during the customer intercepts that they were PEC residential customers, and the vast majority of these respondents planned to install the CFLs in either their primary home or a vacation home that was also served by PEC. In total, 79 percent of the program bulb purchasers (representing 80 percent of the program bulbs) stated that they intended to install the bulb in a residential home served by PEC, 6 percent of the respondents (representing 8 percent of program bulbs) intended to install the bulbs in a business site served by PEC, and 15 percent of respondents (representing 12 percent of bulbs) intended to install CFLs outside of the PEC service territory (Figure 3-3).<sup>14</sup>

Note that the majority of the parameter estimates for this study, including hours of use, peak coincidence, installation rate, and NTG, were all developed based on residential customer research, as that is the primary target market for the program. Where possible, however, the EM&V Team used parameter estimates that were customized for the commercial sector, particularly for hours of use and peak coincidence. For the other parameter estimates, however, the commercial estimate was assumed to be the same as the residential estimate. Each of the parameter estimates, along with the source, is presented in Table 3-2.

<sup>14</sup> PEC has attempted to manage participating stores with requirements intended to reduce leakage by evaluating PEC customer proximity and density.

**Figure 3-3. Sales Intended for Business or Non-PEC Use**



Source: Navigant customer intercept surveys (n = 96 program bulb purchasers, percentages based weighted based on number of bulbs)

### 3.2 Net-to-Gross Estimates

As shown in Table 3-5, free ridership was estimated at 42 percent (i.e., 42 percent of the program-discounted bulbs would have been sold in absence of the program). However, there were a number of respondents, both those that purchased discounted bulbs and those that did not, that stated they purchased non-discounted CFLs due to the program. Respondents provided a number of reasons for not purchasing program-discounted bulbs, including the following:

- » Purchased lighting at a store that did not have the price discounted bulbs
- » The price discounts had ended, so purchased the same lights at regular retail price
- » The price discounted CFLs had sold out.

Spillover from customers that had purchased discounted bulbs (participants) was 2 percent, and spillover from customers that did not purchase any discounted bulbs (nonparticipants) was 5 percent, for additional spillover savings of 7 percent. Total NTG, as shown in Table 3-5, was 0.65.

**Table 3-5. NTG Findings**

Type	Score
Free Ridership (FR)	42%
Participant Spillover (PSO)	2%
Non-Participant Spillover (NPSO)	5%
<b>NTG (1-FR+PSO+NPSO)</b>	<b>0.65</b>

### 3.3 Summary of Program Impacts

The tables below summarize the gross and net energy and demand savings. In addition, savings by customer class and program year are also presented.

#### 3.3.1 Overall Energy and Demand Savings

The greater number of bulb sales, combined with higher than expected peak coincidence and sales to commercial customers, led to realization rates of 1.32 for the energy savings and 1.85 for the summer peak demand reductions. Table 3-6 below provides a summary of the program-reported and evaluation-verified key gross and net energy and demand savings for 2010-2011.

**Table 3-6. Residential Lighting Program (2010-2011) Verified Gross and Net Savings Estimates**

Gross and Net Parameter and Savings Estimates	Energy Savings (MWh)		Summer Demand Savings (MW)	
	Reported (Program Database)	Evaluation Verified	Reported (Program Database)	Evaluation Verified
Total Two-Year Gross Savings	214,305	303,831	20.5	40.7
Two-Year Gross Realization Rate	1.42		1.99	
Net-to-Gross Ratio (1-FR+PS+NPS)	70%	65%	70%	65%
Total Two-Year Net Savings	150,013	197,385	14.3	26.4
Two-Year Net Realization Rate	1.32		1.85	

#### 3.3.2 Savings by Customer Class and by Year

While the vast majority (91 percent) of CFLs sold to PEC customers were sold to residential customers, commercial customers are estimated to use CFLs for more hours per day and have significantly higher peak coincidence. This leads to significantly higher per-unit CFL savings for commercial customers, and thus a disproportionately higher share of savings. For example, as shown in Table 3-7, PEC commercial customers make up only 9 percent of bulb sales, but represent 32 percent of the net energy savings, 42 percent of the net summer demand savings, and 31 percent of the winter demand savings. Savings are further disaggregated in Table 3-8, which provides energy, summer demand, and winter demand savings broken out by sector and year of installation.

**Table 3-7. Summary of 2010-2011 Verified Net Savings Estimates by Sector**

Verified Net Savings Estimates	Residential	Commercial	Total (All Sectors)*
Estimated # of Program CFLs Installed	4,200,281 (91%)	426,879 (9%)	4,627,160 (100%)
2010-2011 Net MWh Savings	134,303 (68%)	63,082 (32%)	197,385 (100%)
2010-2011 Net Summer MW Savings	15.333 (58%)	11.110 (42%)	26.443 (100%)
2010-2011 Net Winter MW Savings	21.410 (69%)	9.490 (31%)	30.899 (100%)

\*Excludes bulbs sold to non-PEC customers.

Source: Navigant analysis

**Table 3-8. Summary of 2010-2011 Verified Net Savings Estimates by Sector and Year of Installation\***

Verified Net Savings Estimates	2010	2011	Total (2010-2011)
Energy Savings (MWh)			
Residential	66,346	67,957	134,303
Commercial	31,163	31,919	63,082
Total Energy	97,508	99,877	197,385
Summer Demand Savings (MW)			
Residential	7.574	7.758	15.333
Commercial	5.488	5.622	11.110
Total Summer Demand	13.063	13.380	26.443
Winter Demand Savings (MW)			
Residential	10.576	10.833	21.410
Commercial	4.688	4.802	9.490
Total Winter Demand	15.264	15.635	30.899

\*Note the year of installation accounts for the installation rate trajectory presented above. Thus, 12.5 percent of the 2010 CFL sales are accounted for in 2011.

Source: Navigant analysis

## 4. Process and Market Characterization Findings

The EM&V Team used several tools to explore process evaluation and market characterization questions. The PEC and implementation contractor interviews (with Ecova) and end-use customer surveys examined how well the RLP is operating and its potential opportunities for improvement. In addition, the interviews and surveys explored market characterization parameters, including awareness and use of CFLs.

The RLP involves “upstream” market players to leverage program resources and reduce the price of efficient lighting on participating retailer shelves. PEC pays incentives to participating manufacturers for products covered in the program, enabling discounted prices at participating retail stores with no additional paperwork for consumers buying the products. Manufacturers are reimbursed based on the number of CFLs sold by the retail partner. The program launched with a focus on CFLs and the intent to add newer lighting technologies (e.g., LEDs) as they mature.

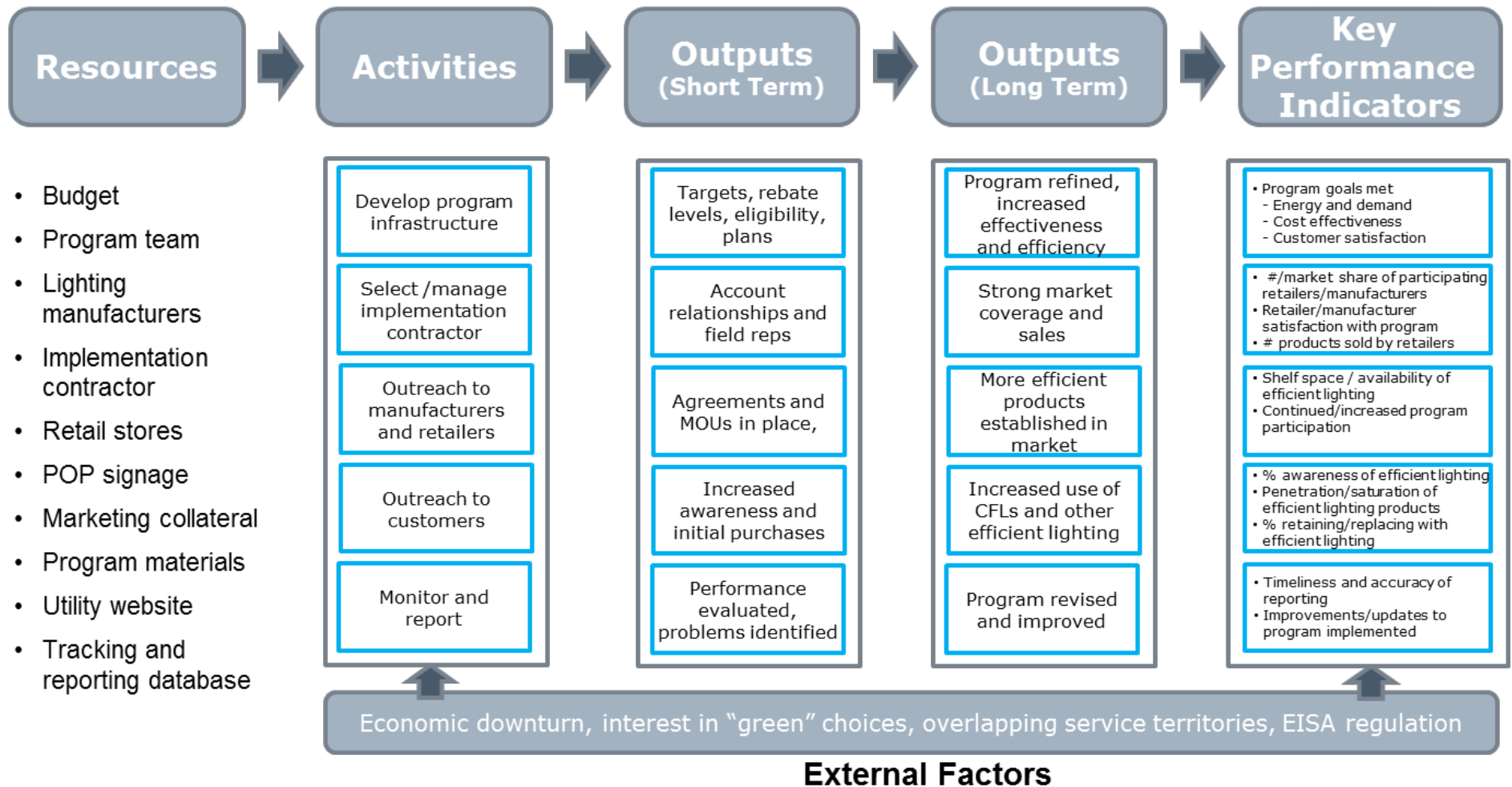
Ecova implements the RLP for PEC and is responsible for securing agreements with manufacturers and participating retailers; deploying field staff to educate and train retailers, as well as verifying program signage is properly displayed; educating consumers through in-store and public marketing activities; collecting sales and tracking data; and providing feedback to PEC regarding program activities and performance. The sections below present program process findings:

1. **The logic model**, which describes program functions, including resources and activities to program outputs and ultimately indicators of performance
2. **Key findings** for program design; staffing; goals; and marketing, outreach, and awareness of both the program and efficient lighting options; and the use of efficient light

### 4.1 Program Logic Model

Evaluators drafted a program logic model following program documentation review and program staff interviews. The logic model can be linked to key performance indicators to provide ongoing feedback to program management. The model is organized according to five basic categories: program resources; program activities; short-term outputs; long-term outputs; and key performance indicators. Stepping across the activities enumerated in the logic model indicates an approximate “flow” in the sequence of activities. For example, this logic model starts with the program infrastructure and ends with the concluding analyses and reporting that provide feedback to the program management, staff, and design teams.

Figure 4-1. Residential Lighting Program Logic Model



## 4.2 Key Findings

The RLP's performance to date reflects the incorporation of best practices and successful strategies used in similar programs across the country. In the initial year (2010), the program reached its projected 2.46 million bulb sales in eight months (in August) and the program far exceeded expectations by the end of the year with sales of over 3.5 million program CFLs.

Key findings are summarized here and then discussed in more detail:

- » The program design leverages best practices effectively and is operating smoothly. Program staff are paying attention to opportunities to improve and the program is flexible enough to implement changes in response to market performance. For example, actions were taken to remove CFL 12-packs after analysis showed a disproportionate share of early purchases in this category. Similarly, staff is evaluating potential new technologies like LEDs and fixtures as potential additions to the program.
- » Program staffing appears to be sufficient for the current level of activity, number of participating stores, and willingness of most stores to comply with program requirements.
- » The program easily surpassed its initial goals and continues to exceed its revised goals. Program management has effectively monitored performance, and acted quickly to analyze drivers and implement appropriate program changes, for example, reducing or eliminating incentive levels on multipacks of six or more.
- » Tracking and monitoring database challenges were encountered initially, such as inability to handle returned bulbs (negative sales entries) where these were transferred from Ecova, and lags in receipt of sales data from retailers. The database problems have been resolved.
- » The program has deployed a variety of marketing and outreach tactics; however, customer awareness of the program is extremely low, and most of those purchasing discounted bulbs were not aware of PEC's sponsorship.
- » Customer awareness of the need to recycle CFLs or options for recycling is also low.
- » The program offers customers a wide variety of choices in bulb styles, color, and specialty uses (e.g., dimmers, 3-way, and candelabra) with approximately 600 stock-keeping units (SKUs) through over 450 retailers; however, there has been limited uptake of specialty bulbs.
- » Participating retailers cover a variety of buyer segments (such as, discount, home improvement, grocery, and thrift shops); however, there has been some turnover and difficulties in maintaining consistent promotion with some retailers. PEC service area requirements do not appear to have significantly restricted participation.

### 4.2.1 Program Design

The RLP compares well with similar programs across the country, as measured by similarities to other high-performing lighting programs. For example, the program design includes an ongoing feedback loop between Ecova and PEC, which has led to several program changes to better serve the market. The sections below highlight other areas where PEC's program design has contributed to program success.

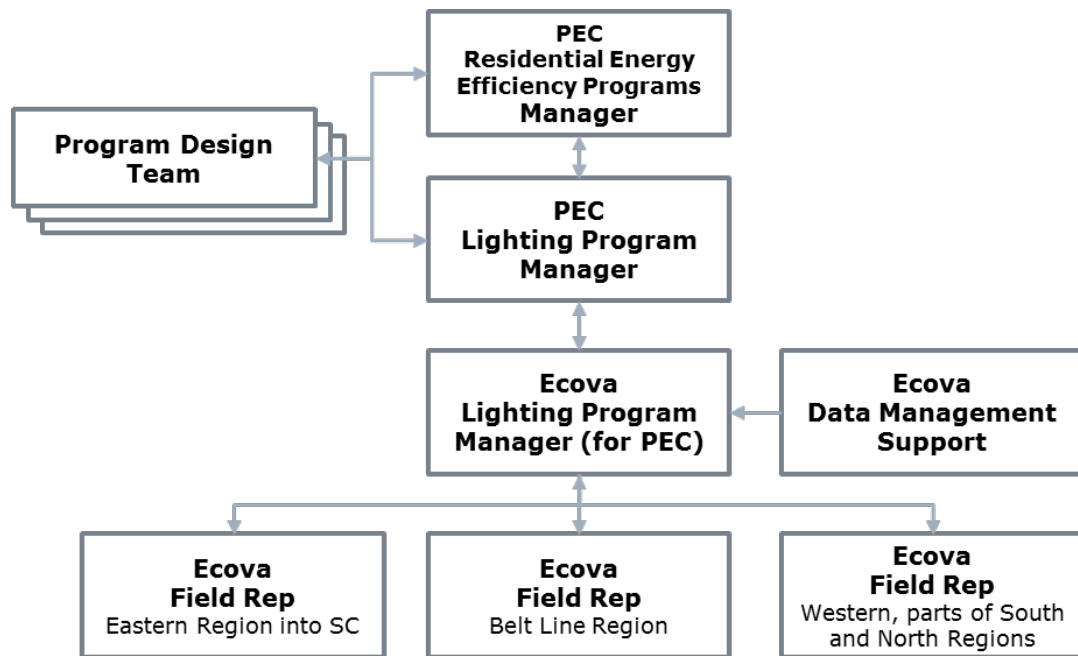
The lighting market is in an extremely dynamic period, and the program will need to closely monitor manufacturer, retailer, and consumer responses to the EISA phase-in, as well as the rapid introduction of new and less expensive LED products.

## 4.2.2 Program Staffing

PEC has a program manager for the lighting program, overseen by the manager of all residential energy efficiency programs. The lighting program manager is responsible for managing the implementation partner, providing guidance or feedback for marketing and field activities, for reconciling data reported to the PEC program tracking and reporting database, and for analyzing program data. A separate program design group at PEC uses information and feedback to develop program changes if appropriate. That group also manages the regulatory filings and process to obtain approvals for revised or new programs.

PEC selected Ecova to implement the program when it was launched. Ecova deploys five people to implement and market the program across over 450 retail stores in the two-state area. This includes a full-time program manager for the PEC program, three field staff, and data management and analysis support.

**Figure 4-2. Lighting Program Staffing and Relationships**



The Ecova field staff developed relationships with the retail outlets, conducted training, and provided support for store staff. They check stores regularly for proper signage and display of program qualifying lighting products. In addition, they are responsible for marketing activities. The Ecova program manager noted that, “If the PEC retailers weren’t as cooperative and primed<sup>15</sup> for this program as they are, Ecova would be severely understaffed compared to other programs in other places.” The program manager believes the participating retailers are more supportive and more compliant with program requirements, particularly keeping shelf visibility and signage in place, than other regions Ecova serves.

<sup>15</sup> Many of the retailers with which PEC is working are national chains, which are participating in upstream programs elsewhere.

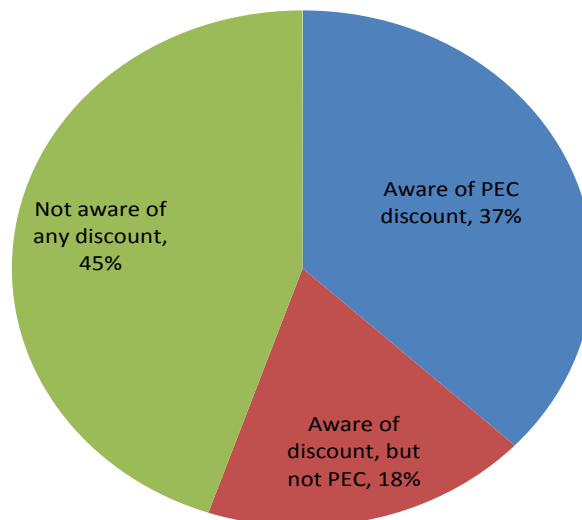
Both PEC and Ecova staff reported an effective working relationship across the organizations, with frequent communication and shared understanding, noting that this rapport made “everything much smoother.”

## 4.2.3 Overall Marketing and Outreach

PEC markets the program through its website, email blasts, direct mail, and in-store signage. The point-of-purchase signage includes “Progress Energy Special Pricing” stickers on the shelf in most retail stores. Some, like Lowes, prefer to create their own point-of-sale materials. The implementation contractor field staff is responsible for three in-store retail events per week, hosting a table with program brochures and light box demonstrations to interact with and educate customers. Field staff also represents PEC at marketing events like the Southern Ideal Home Show, sporting events, Earth Day, and public speaking opportunities. To address challenges in motivating retail staff, the implementation contractor added a “Retailer of the Month” program in 2011, providing press coverage, window decals, and a gift card for a pizza party for employees.

Despite these aggressive outreach efforts, PEC customers generally are not aware of the PEC CFL programs. For example, of program bulb purchases observed during the in-store lighting intercepts, only 37 percent of the purchasers were aware that they were purchasing a CFL that was discounted by PEC, and only about half (55 percent) of respondents were aware that the CFLs they were purchasing were discounted at all, by any organization (Figure 4-3). In addition, only 18 percent of GPS customers (22 percent when aided) who were aware of CFLs knew that PEC offers discounts for CFLs. Most found out about the PEC discounts on the shelf or aisle at a participating retailer (Figure 4-4). Interestingly, these awareness numbers are higher than those from a similar survey in Maine, where Efficiency Maine is in its tenth year of offering an upstream lighting program.<sup>16</sup>

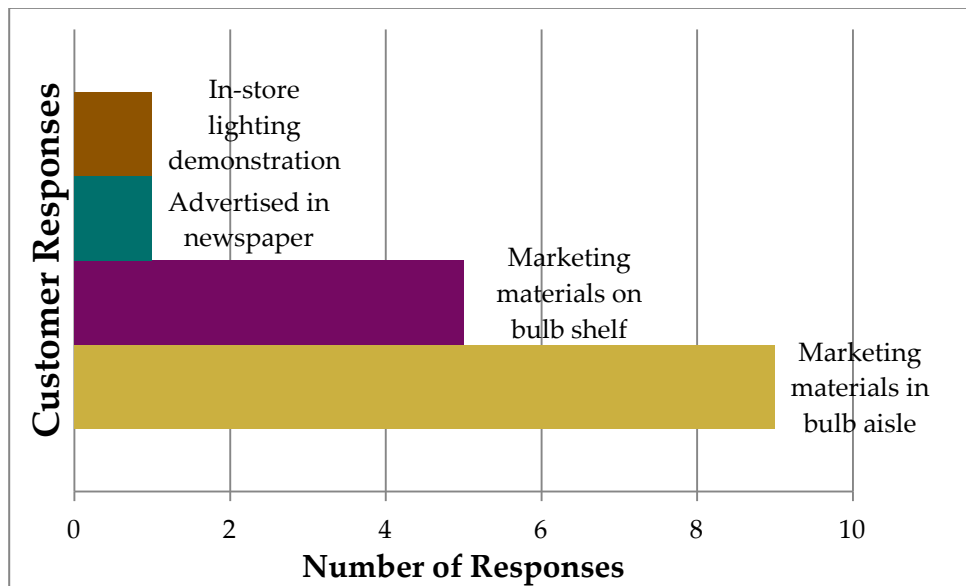
**Figure 4-3. Customer Intercept Awareness of Discounts**



*Source: Navigant in-store customer intercept surveys (n = 182 program bulb purchasers)*

<sup>16</sup> Recent Cadmus study for Efficiency Maine.

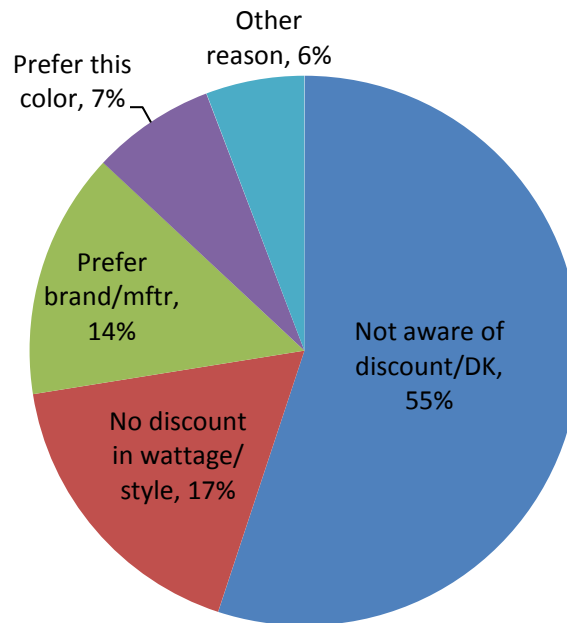
**Figure 4-4. Where Customers Learned about CFL Discounts**



Source: Navigant GPS (n = 14 respondents aware that PEC offers discounts for CFLs, multiple responses accepted)

Lack of awareness was also seen among the non-purchasers of program bulbs and is likely a main reason they did not purchase the discounted CFLs: 55 percent of intercept non-program purchasers were not aware of the discount (Figure 4-5). Of those aware of the discount, reasons for not purchasing program bulbs included no discounts in specific wattages/styles (17 percent of non-program bulb purchasers), preference for a particular brand/manufacture (14 percent), and preference for a specific color (7 percent).

**Figure 4-5. Awareness of PEC Discount and Reason for Not Purchasing Discounted Bulbs**



*Source: Navigant in-store customer intercept surveys (n = 68 Non-program lighting purchasers)*

Program marketing may be contributing to the program's sales projections achievement but does not appear to be conveying the PEC sponsorship or offering as a program to benefit PEC customers.

The in-store interviewers spent a significant amount of time in the 19 retail storefronts in which they conducted intercept interviews, and made the following observations regarding program signage and placement:

- » Customers are not informed by signage about PEC's sponsorship of CFL price discounting. Limits are placed on the size and amount of signage by store managers acting under corporate neatness policies.
- » Sponsorship of the CFL promotion by PEC is barely observable in some stores visited. This also may be due to store management restrictions. Retailers allocate shelf space across an assortment of products and often charge product suppliers according to shelf and aisle location.
- » PEC was not mentioned on any product packages observed, meaning once the product left the store, messages about PEC sponsorship were subject to memory or other advertising. The opportunity to impress the link to PEC is lost and household members who do not observe the store signage are less likely to make the connection.
- » In addition to PEC discounts, retailers sometimes add to the PEC discount by marking down items on "clearance" sale.

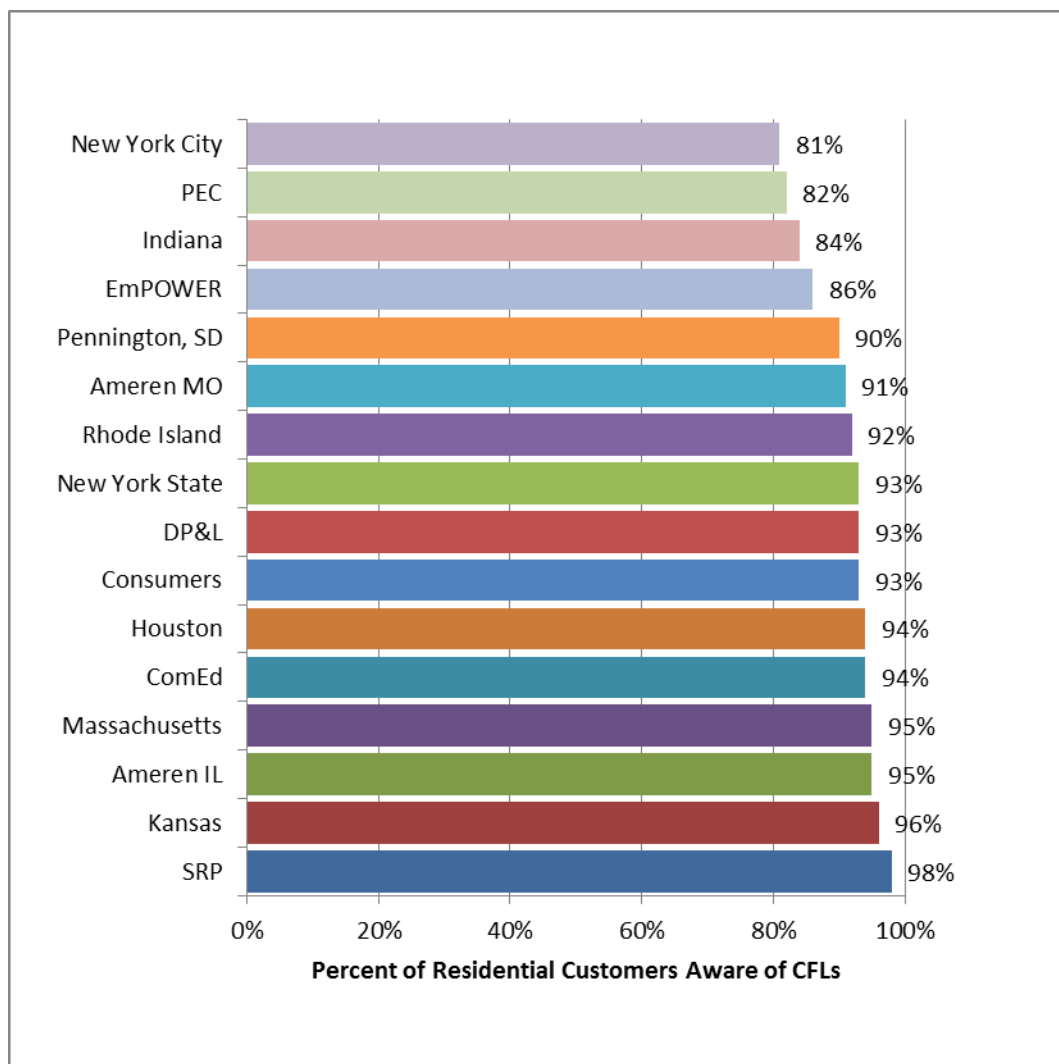
PEC should consider working closely with participating store managers to ramp up in-store promotional activities. While the intercept field staff observed that the PEC signage is limited, in-store promotions still seem to be the most effective way of informing customers of the discounts in both the GPS and

intercept studies. Finding signage and displays acceptable to participating stores could increase the prevalence of PEC discount advertisements and encourage customers to purchase these bulbs.

#### 4.2.4 CFL Awareness

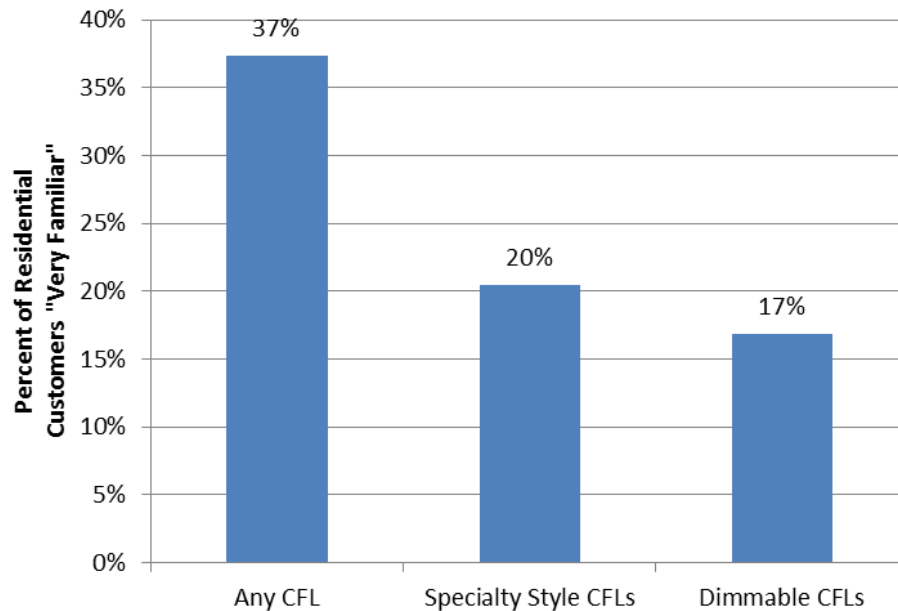
Awareness of CFL products is relatively low among PEC customers, as only 82 percent of GPS respondents were aware of CFLs. During a 2010 Multistate CFL Study,<sup>17</sup> respondents from 15 different service territories had an average CFL awareness of 91 percent, markedly higher than PEC's 82 percent (Figure 4-6). Additionally, only 20 percent of PEC respondents declared themselves "very familiar" with specialty CFLs and only 17 percent were "very familiar" with dimmable CFLs (Figure 4-7). Specialty CFLs are less common; therefore, it is generally assumed that customers will be less familiar with these types of products.

**Figure 4-6. CFL Awareness across the Country**



<sup>17</sup> NMR Group, INC, *Results for the Multistate CFL Modeling Effort*. April 15, 2011.

**Figure 4-7. CFL Familiarity among Residential Customers**



Source: Navigant GPS

When asked about reasons for NOT purchasing CFLs or high-efficiency lighting, GPS respondents stated such reasons as CFLs being too expensive (18 percent) and waiting for current bulbs to burn out (16 percent). In addition, 10 of the 116 GPS respondents (9 percent) responded with concerns about mercury. PEC may want to promote CFL recycling centers as an option to mitigate that concern and ensure customers are disposing of their CFLs in the appropriate manner, a suggestion that is reinforced by the number of people still throwing away CFLs in the trash (discussed below).

#### 4.2.5 2007 Energy Independence and Security Act

While EISA may be a hot topic for program implementers and evaluators, the majority of PEC residential customers seem largely unaware of the new standards. Forty-three percent of respondents had heard of the new lighting legislation, but only 24 percent of those aware gave an accurate description of the legislation or proposed changes. In addition, the majority of those aware (71 respondents, or 17 percent) provided negative responses to EISA legislation, mentioning feelings of hostility toward the government (e.g., "Government is invading our lives/homes") and/or feeling that this legislation is removing their right to choose their lighting products ("People should make their own choices").

A concern for PEC and the RLP is the potential for negative publicity associated with CFLs or other efficient lighting in association with the recent backlash against the EISA regulation. PEC should monitor media and political activities that could create misconceptions for consumers as the law comes into effect, and should educate consumers as to lighting choices as a way to mitigate ongoing and potentially expanding negative consumer reaction to EISA.

#### 4.2.6 CFL Removal and Recycling

Of the 273 GPS respondents that installed CFLs in 2011, 42 later removed at least one of the bulbs (15 percent). The vast majority of respondents that removed bulbs stated that they had done so because the CFL had burned out/failed (74 percent of those that removed at least one bulb). A small number of respondents also removed CFLs for other reasons, including dissatisfaction with how bright they were (15 percent), the way they looked (8 percent), and the color (5 percent). Additional reasons mentioned by less than 5 percent were that they took too long to start up, were poor quality, or the fixture was removed.

After removal, the majority of respondents (61 percent) threw away the bulb, 15 percent recycled them, and 10 percent saved for future use. The low level of CFL recycling suggests a need for increased awareness of the need to dispose of CFLs in a different way than incandescent lights and where these services are provided. The “big box” stores like Lowe’s and Home Depot, who represent a large share of program sales, offer their own recycling programs and PEC has signed up at least 30 other stores to offer recycling. PEC developed point-of-purchase (POP) collateral to let customers know they can bring CFLs back to the store for recycling, but the materials do not seem to have the desired influence on customer actions.

#### 4.2.7 CFL Saturation

Customers do not perceive a need to fill all the sockets in their home with CFLs. Nearly three-quarters (73 percent) of prior CFL purchasers in the GPS said they did not buy any additional CFLs because they did not need them. The field staff found an overall CFL saturation of 22 percent and an overall LED saturation of 1 percent during the in-home audits. This means that of all the sockets in 100 homes we visited, 22 percent of the sockets were filled with CFL bulbs (Figure 4-8). This overall saturation rate puts PEC towards the upper half of regions that have recently conducted saturation studies (Table 4-1), and even slightly ahead of certain areas (e.g., New York State and Rhode Island) that have more mature CFL programs.

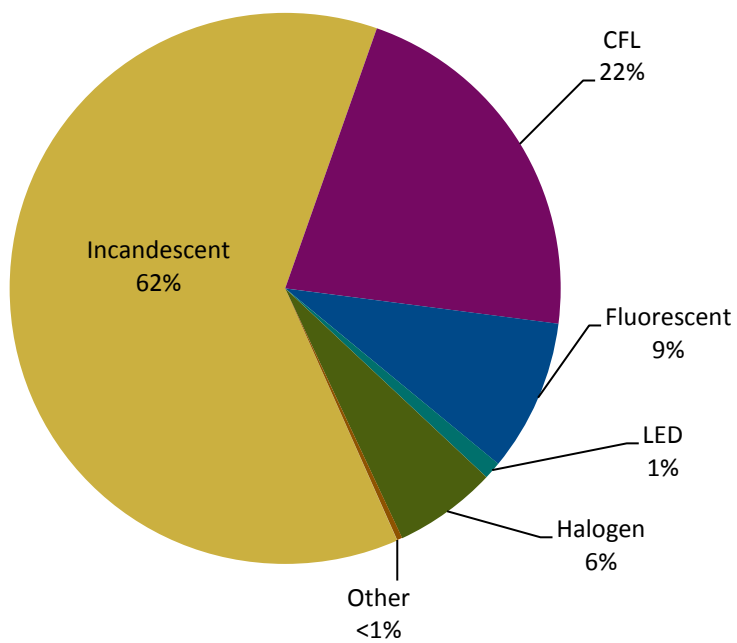
The data, therefore, seem to indicate a bimodal distribution of CFL saturation: while PEC residential customers are on the lower end of CFL awareness, they are on the higher end of CFL saturation. In fact, while 83 percent of homes had one or more CFLs installed, these homes with at least one installed CFL had an average saturation of 32 percent.

In terms of future program efforts, PEC should consider both target marketing these homes that still do not have CFLs installed, plus educating customers with CFLs that – although many respondents to the GPS reported that they do not need any additional CFLs – CFLs come in all shapes and sizes to fill the additional sockets in their homes that have not yet been converted.<sup>18</sup>

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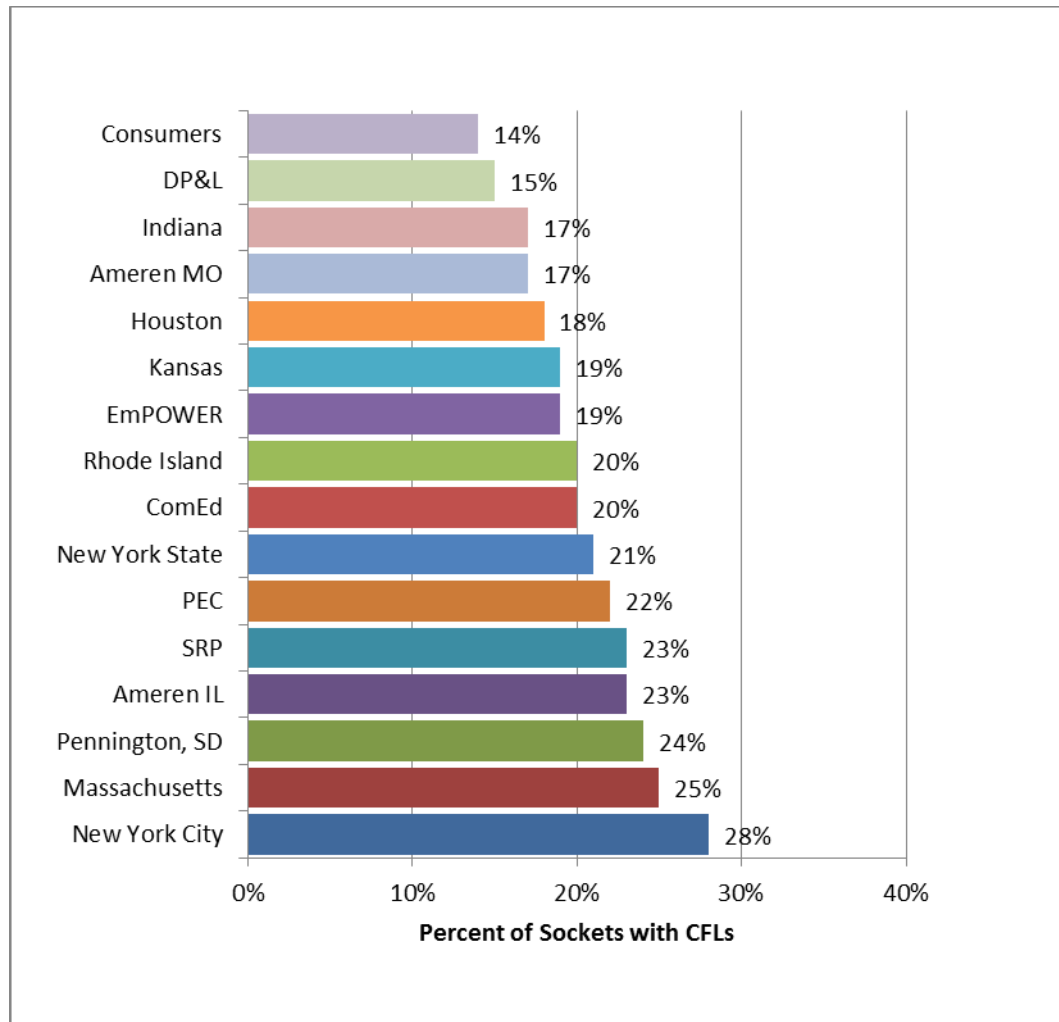
<sup>18</sup> The EM&V Team is still analyzing the in-home audit data to provide insight into which homes/sockets are lagging in terms of CFL installation.

Figure 4-8. Distribution of Bulb Types



Source: Navigant in-home audits, n = 5,583 Sockets

**Table 4-1. CFL Saturation across the Country**



Source: NMR Group, INC, Results for the Multistate CFL Modeling Effort. April 15, 2011

Of the CFLs found on-site, almost all would be categorized as non-specialty: they did not have special features, such as three-way or dimmable features, and they were not specialty shaped. Specifically, 85 percent of CFLs were spiral shaped, followed by spot/floodlights (10 percent), globe (3 percent), A-type lamp (2 percent), and other shapes (1 percent). Similarly, 96 percent of CFLs were a basic on/off control type, with the remaining 4 percent being dimmable or three-way. The CFLs in use are only slightly disproportionate to the on/off control type in homes, as 93 percent of all installed bulbs are on on/off switches. There seems to be some available potential for CFLs in specialty sockets. As shown in Figure 4-9 and Figure 4-10, 75 percent of residential sockets are standard screw base; however, over 99 percent of installed CFLs are standard screw base. PEC may want to consider incenting candelabra and pin base CFLs to increase saturation in their residential homes.

Figure 4-9. Percent of All Sockets

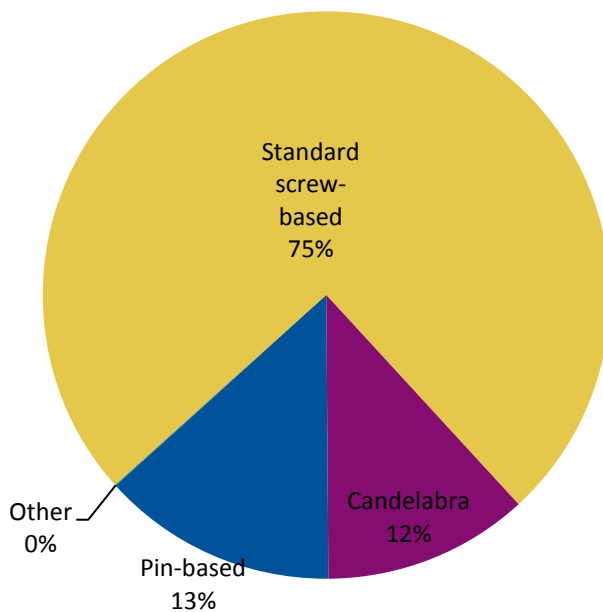
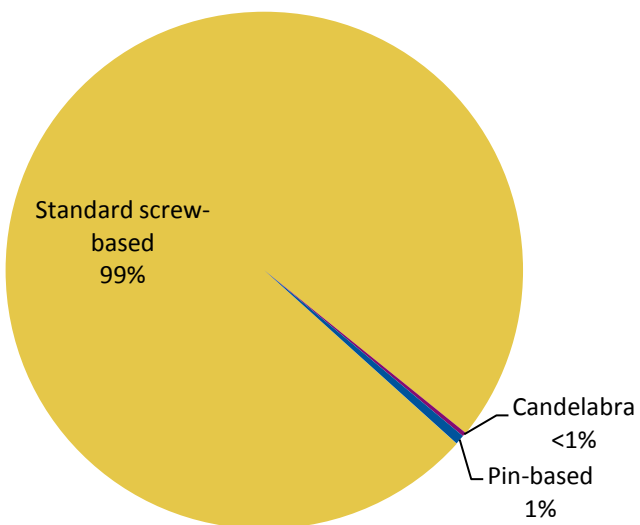


Figure 4-10. Percent of Sockets with CFLs



## 5. Conclusions and Recommendations

The RLP has had an extremely successful launch, reporting sales of 6.5 million CFLs in just two years. Even after factoring in sales to non-PEC customers and to business customers, the program sold 5.2 million CFLs to PEC residential customers, or more than 4 CFLs per residential customer.

The RLP has also made an enormous impact on the use of CFLs in the Carolinas. For example, over a third (36 percent) of CFL purchasers in 2011 had no CFLs installed prior to their purchase. In addition, the average PEC home had 22 percent of sockets filled with CFLs, or an average of 11.7 installed CFLs per home.

In addition, the Process Evaluation found that the RLP is operating relatively smoothly and has achieved success on a number of other important aspects, including the following:

- » The RLP has achieved strong participation from manufacturers and retailers and sales of CFLs overall, surpassing projections.
- » The program appears to have channels in place to reach a broad range of residential buyer segments via the different retailers involved.
- » Customers are offered a large variety of choices in bulb styles, color, and specialty applications from multiple and most leading manufacturers.
- » Through Ecova, stores have program liaisons and support for training and marketing events.

However, there are a number of additional program opportunities, including the following:

- » Customer awareness is low for CFL products, particularly for specialty bulbs, which are not well represented in sales.
- » Marketing may be contributing to CFL sales, but is not resulting in awareness that PEC is providing this program and funding the product discounts.
- » A number of customers expressed concern over mercury, and nearly two-thirds (61 percent) of customers that disposed of CFLs in the last year threw them in the trash.
- » Customers continue to wait until incandescent lamps burn out before replacing them and do not perceive a need to purchase more CFLs in the short term.

### 5.1 Recommendations

The lighting market is in an extremely dynamic period and the RLP will need to closely monitor manufacturer, retailer, and consumer responses to the EISA phase-in, as well as the rapid introduction of new/less expensive LED products. Still, the RLP appears to have a strong foundation in place from which to evolve the program in response to changing regulation and market conditions.

The evaluation team recommends a number of discrete actions for improving the RLP offering and expanding the market for energy-efficient lighting. These recommendations are organized around four broad objectives:

1. Updating the deemed savings values, which will result in better planning estimates and increased forecasted savings

2. Improving customer awareness and use of energy-efficient lighting
3. Improving program awareness and reach
4. Verifying and improving retailer/employee role

Table 5-1 summarizes these program recommendations.

**Table 5-1. Summary of Recommendations**

Update Program Deemed Savings Values	
<b>1. Revise deemed savings based on EM&amp;V findings</b>	a. Key increases in parameters such as peak coincidence, hours of use, commercial sales, and installation rate trajectories
	b. Key reductions due to leakage and lower NTG than anticipated
	c. Bulbs sold to non-residential customers should be accounted for as commercial energy and demand savings. Program costs, proportional to the savings, should also be allocated to the commercial sector
Improving Customer Awareness and Use of Efficient Lighting	
<b>2. Educate customers regarding CFLs</b>	a. Expand general marketing efforts for basic education regarding CFLs
	b. Educate customers about specialty CFL options and availability
	c. Educate customers regarding upcoming changes, and product choices, under EISA
	d. Educate customers about the need, importance, and availability of CFL recycling
<b>3. Promote higher saturation of CFLs</b>	a. Promote early replacement of working incandescents
	b. Promote consumer goal of higher CFL saturation
<b>4. Increase promotion of CFL recycling centers</b>	a. Increase awareness and ease of safe disposal
Improving Program Awareness and Reach	
<b>5. Revise program messaging and test new channels and tactics</b>	a. Emphasize "savings" rather than prizing
	b. Clarify that PEC is providing savings (initial cost and their bill)
	c. Evaluate alternative labeling/stickers/receipt messages, etc.
	d. Work with retailers to develop and test alternative displays or make use of end caps to feature messages to further emphasize PEC involvement
<b>6. Work with participating store managers to ramp up in-store promotional activities</b>	a. Expand current approach to additional stores, increase frequency of promotional activities, and feature specialty bulbs
	b. Work with retailers to make use of end caps or other high-traffic areas for feature displays
Verify and Continue to Improve Retailer/Employee Role	
<b>7. Investigate effectiveness and frequency of retail store employee training and effectiveness of current strategies to motivate their engagement with customers to explain and promote CFL use</b>	



# **EM&V Report for the 2010- 2011 Residential ENERGY STAR® Lighting Program**

## **Appendices**

**Prepared for:**

**Progress Energy Carolinas**

**Prepared by**

**Navigant Consulting, Inc.**

**With Apex Analytics, Inc.**

**And The Cadmus Group**



**June 2 , 2012**

## Appendices

### **Appendix A: Glossary of Terms**

### **Appendix B: Data Collection Instruments**

Appendix B-1: Staff/Implementer interview guide

Appendix B-2: Intercept survey

Appendix B-3: Intercept follow-up survey

Appendix B-4: General population survey

Appendix B-5: In-Home audit form

### **Appendix C: Survey Results**

Appendix C-1: Intercept survey

Appendix C-2: Intercept follow-up survey

Appendix C-3: General population survey

**Appendix A: Glossary of Terms**

## Appendix A: Glossary of Terms

This glossary presents some of the common terms used throughout this report. The evaluation team has endeavored to define terms the first time they appear in the body of the report and to describe them in context where the authors deem that repeated explanation may warranted.

*Deemed Savings:* assumed unit savings values used in program design and tracking. See Unit Savings.

*EM&V:* short for Evaluation, Measurement and Verification - the assessment and quantification of the energy and peak demand impacts of an energy efficiency program.

*Energy Savings:* kWh savings over a given period of time, generally expressed in savings per year.

*Field Verification Rate:* the ratio of savings from equipment and measures verified on site versus that reported in the program database; calculated as the product of the quantity verification rate and the measure characteristic verification rate.

*Gross Realization Rate:* the ratio of verified gross savings to reported gross savings.

*Gross Savings:* reductions in energy consumption and peak demand based on engineering estimates for known quantities and types of measure installations; gross savings do not account for whether the measures were installed as a result of the program.

*Measure characteristic verification rate:* reflects discrepancies between reported and verified characteristics related to the efficiency of the equipment installed or the way it was installed. It is the ratio of savings generated by equipment with the characteristics actually installed on-site to the savings generated by equipment with the reported characteristics. This does not include size/quantity, but does include efficiency, installation location, and installation type.

*Measure unit savings adjustment factor:* the ratio of updated unit savings values to the original deemed savings values used in the program tracking database.

*Net Savings:* savings attributable to the program, after adjustments for free-ridership.

*Peak Demand Reductions:* the reduction in peak power demand that is coincident with the utility system peak. When the season is not specified, the implicit assumption is that peak demand reductions are summer peak demand reductions.



*Quantity Verification Rate:* reflects disparities in quantity and size between the program database and actual, on-site conditions verified by the EM&V team. It is the ratio of the quantity of a given measure verified on site to the quantity of a given measure that was reported, with adjustments for any differences in the equipment size.

*Reported Gross Savings:* the program savings as reported in the PEC tracking database.

*Unit Savings:* the energy or peak demand reductions of a given measure *per unit* installed. Units differ by measure; for example, unit savings may be given as kWh per ton cooling capacity, or peak kW per square foot of window installed.

*Verification Rate:* See Field Verification Rate.

*Verified Gross Savings:* the gross savings verified by the EM&V team; these are the final third-party-verified gross savings for the program.

## **Appendix B-1: Staff/Implementer Interview Guide**

## **2011 Lighting Update Interview Guide**

### **Progress Energy Carolinas**

1. Any changes in your role with the program in the past year? If so, what are they?
2. Any changes in program staffing overall in the past year, at either PEC or Ecova? If so, what are they, and how have they affected the program?
3. Have there been any changes in program design and delivery over the past year? Are any planned?
4. Please review how the program interacts with other PEC programs.
5. How have your relationships with trade allies developed over the past year?
6. How is the relationship between Ecova and PEC?
7. Have any of PEC's customer surveys this year asked about customer satisfaction with CFLs? (Apart from the ones we're doing, of course.) If so, could we get copies of the survey results?

## 2011 Lighting Update Interview Guide

8. Does the pending PEC-Duke merger have any impact on the CFL program? If so, what?
9. What impact, if any, has EISA had on the program?
10. Did the program meet its 2010 goals? Is it on track to meet its 2011 goals? What are your plans for 2012?
11. Has the recycling program continued to expand?
12. What marketing activities have you used in the past year? Any new ones?
13. How well do you think the program delivery process is operating? How could it be improved?
14. Have budgets kept up with program demand?
15. Any changes in program reporting over the past year? If so, what?

## 2011 Lighting Update Interview Guide

16. What's working well?

17. Any areas for improvement?

## **Appendix B-2: Intercept Survey**

# Lighting Intercept Survey For Progress Energy CFL Purchases

## FINAL 06/17/2011

Date \_\_\_\_\_ Day/Time \_\_\_\_\_

Interviewer Name: \_\_\_\_\_ Intercept Store Name: \_\_\_\_\_

### INTRODUCTION:

Record if speaking with: ☐ Male ☐ Female

Hello, I'm [your name]. I'm speaking to customers today about their lighting purchases. I have a few questions I would like to ask you that will take about 5 minutes of your time. For answering these questions, you will be given a **\$5 gift card from LOWES HOME IMPROVEMENT**. Would you answer just a few questions for us?

\_\_\_\_\_ (Continue)

\_\_\_\_\_ (Refused to continue) **[THANK AND TERMINATE]**

**QCO. ASK CUSTOMER TO SHOW PURCHASES AND CONFIRM TYPES AND QUANTITIES IN THE TABLE BELOW. CHECK (✓) THE YES BOX FOR EACH PROGRAM BULB TYPE PURCHASED. RECORD NON-PROGRAM BULBS.]**

INTERCEPT STORE	RETAILER /MODEL #	MFG PRODUCT#	BULB QTY / # PACKS	TOTAL BULBS COUNT	PRODUCT DESCRIPTION	"✓" If Yes
Lowes Home Imprv	20845	60038	2 _____	_____	BRT EF 60W REP SOFT WHITE CFL 2PK	<input type="checkbox"/>
Lowes Home Imprv	20928	60036	2 _____	_____	BRT EF 40W REP SOFT WHITE CFL 2PK	<input type="checkbox"/>
Lowes Home Imprv	21692	L13T2C4/27K	4 _____	_____	BRT EF 60W REP SW CAND BS 4PK	<input type="checkbox"/>
Lowes Home Imprv	22419	60061	2 _____	_____	BRT EF 65W REP SOFT WHITE R30 2PK	<input type="checkbox"/>
Lowes Home Imprv	23582	60040	2 _____	_____	BRT EF 75W REP SOFT WHITE CFL 2PK	<input type="checkbox"/>
Lowes Home Imprv	23790	60043	2 _____	_____	BRT EF 100W REP SFT WHITE CFL 2PK	<input type="checkbox"/>
Lowes Home Imprv	73511	60052	4 _____	_____	BRT EF 100W REP BRGHT WHT CFL 4PK	<input type="checkbox"/>
Lowes Home Imprv	75232	60064	2 _____	_____	90W REP SOFT WHITE PAR38 2PK	<input type="checkbox"/>
Lowes Home Imprv	76275	60060	4 _____	_____	BRT EF 100W REP DAYLIGHT CFL 4PK	<input type="checkbox"/>
Lowes Home Imprv	77180	60048	4 _____	_____	BRT EF 60W REP BRIGHT WHT CFL 4PK	<input type="checkbox"/>
Lowes Home Imprv	79261	60056	4 _____	_____	BRT EF 60W REP DAYLIGHT CFL 4PK	<input type="checkbox"/>
Lowes Home Imprv	79658	60050	4 _____	_____	BRT EF 75W REP BRIGHT WHT CFL 4PK	<input type="checkbox"/>
Lowes Home Imprv	82382	LBP16AM2	2 _____	_____	BRT EF 60W REP SOFT WHITE "A" 2Pk	<input type="checkbox"/>
Lowes Home Imprv	84878	LBP7C2	2 _____	_____	BRT EF 40W REP SOFT WHT DECO 2PK	<input type="checkbox"/>
Lowes Home Imprv	88959	60058	4 _____	_____	BRT EF 75W REP DAYLIGHT CFL 4PK	<input type="checkbox"/>
Lowes Home Imprv	96036	73794	1 _____	_____	GE 50W REP 11W R20 RFLCTR CFL	<input type="checkbox"/>
Lowes Home Imprv	102642	71775	1 _____	_____	GE 15W BR30 REFLECTOR CFL	<input type="checkbox"/>
Lowes Home Imprv	111018	71776	1 _____	_____	GE 90W REP PAR38 CFL	<input type="checkbox"/>
Lowes Home Imprv	130292	21718	1 _____	_____	90W REP BR40 DIMMABLE	<input type="checkbox"/>
Lowes Home Imprv	249799	73437	1 _____	_____	65W REP BR30 DIMMABLE	<input type="checkbox"/>
Lowes Home Imprv	275632	LBP12GTM2	2 _____	_____	BRT EF 60W REP SOFT WHTGLOBE 2PK	<input type="checkbox"/>
Lowes Home Imprv	278364	71330	4 _____	_____	65W REP BR30 DIMM 4PK	<input type="checkbox"/>
Lowes Home Imprv	280590	LBP50/150T/E1	1 _____	_____	BRT EF 50/100/150W 3 WAY TWST CFL	<input type="checkbox"/>
Lowes Home Imprv	296863	LBP18R40/35K	1 _____	_____	BRT EF 75W REP BRIGHT WHITE R40	<input type="checkbox"/>
Lowes Home Imprv	296864	LBP18R40/65K	1 _____	_____	BRT EF 75W REP DAYLIGHT R40	<input type="checkbox"/>
Lowes Home Imprv	296870	LBP12GTM2/6 5K	2 _____	_____	BRT EF 60W REP DAYLIGHT GLOBE 2PK	<input type="checkbox"/>
Lowes Home Imprv	296871	LBP7C/35K	1 _____	_____	BRT EF 40W REP BRIGHT WHITE DECO	<input type="checkbox"/>
Lowes Home Imprv	296872	LBP7C/65K	1 _____	_____	BRT EF 40W REP DAYLIGHT DECO	<input type="checkbox"/>
Lowes Home Imprv	296873	LBP11R20TM/3 5K	1 _____	_____	BRT EF 50W REP BRIGHT WHITE R20	<input type="checkbox"/>
Lowes Home Imprv	296875	LBP11R20TM/6 5K	1 _____	_____	BRT EF 50W REP DAYLIGHT R20	<input type="checkbox"/>
Lowes Home Imprv	296878	60062	1 _____	_____	BRT EF 65W REP BRIGHT WHITE R30	<input type="checkbox"/>
Lowes Home Imprv	296879	60063	1 _____	_____	BRT EF 65W REP DAYLIGHT R30	<input type="checkbox"/>
Lowes Home Imprv	296882	60059	1 _____	_____	BRT EF 100W REP DAYLIGHT CFL	<input type="checkbox"/>
Lowes Home Imprv	296883	60051	1 _____	_____	BRT EF 100W REP BRIGHT WHITE CFL	<input type="checkbox"/>

Lowes Home Imprv	296884	60057	1 _____	_____	BRT EF 75W REP DAYLIGHT CFL	<input type="checkbox"/>
Lowes Home Imprv	296885	60049	1 _____	_____	BRT EF 75W REP BRIGHT WHT CFL	<input type="checkbox"/>
Lowes Home Imprv	296886	60046	1 _____	_____	BRT EF 40W REP BRIGHT WHITE CFL	<input type="checkbox"/>
Lowes Home Imprv	296887	60054	1 _____	_____	BRT EF 40W REP DAYLIGHT CFL	<input type="checkbox"/>
Lowes Home Imprv	296888	60047	1 _____	_____	BRT EF 60W REP BRIGHT WHITE CFL	<input type="checkbox"/>
Lowes Home Imprv	296889	60055	1 _____	_____	BRT EF 60W REP DAYLIGHT CFL	<input type="checkbox"/>
Lowes Home Imprv	298260	73796	3 _____	_____	90W PAR38 REP CFL 3PK	<input type="checkbox"/>
Lowes Home Imprv	298261	73795	3 _____	_____	50W R20 REP CFL 3PK	<input type="checkbox"/>
Lowes Home Imprv	298262	73793	4 _____	_____	65W R30 REP CFL 4PK	<input type="checkbox"/>
Lowes Home Imprv	298263	73791	1 _____	_____	GE 90W R40 REP CFL	<input type="checkbox"/>
Lowes Home Imprv	298264	73792	3 _____	_____	90W R40 REP CFL 3PK	<input type="checkbox"/>
Lowes Home Imprv	302309	26958	2 _____	_____	OSI 100W REP T2 SW MICRO MINI 2PK	<input type="checkbox"/>
Lowes Home Imprv	302346	26959	2 _____	_____	OSI 60W REP T2 SW MICRO MINI 2PK	<input type="checkbox"/>
Lowes Home Imprv	302350	26960	2 _____	_____	OSI 75W REP T2 SW MICRO MINI 2PK	<input type="checkbox"/>
Lowes Home Imprv	302410	26961	2 _____	_____	OSI60W REP T2 BRGHT WHT MICRO MIN	<input type="checkbox"/>
Lowes Home Imprv	327860	26964	4 _____	_____	SYL 60W REP T2 MICRO MINI 4PK	<input type="checkbox"/>
<b>Non-Program Bulbs</b>	<b>Model #</b>		<b>Bulb Qty/ # Packs</b>		<b>Product Description</b>	
			____ / ____			<input type="checkbox"/>
			____ / ____			<input type="checkbox"/>
			____ / ____			<input type="checkbox"/>
			____ / ____			<input type="checkbox"/>
			____ / ____			<input type="checkbox"/>

ENTER TOTAL "PROGRAM" BULBS ONLY, ALL TYPES:

QC1. [RECORD TOTAL "PROGRAM" BULBS; COUNT EACH AND EVERY BULB IN MULTI PACKS –  
EXAMPLE: IF THERE ARE TWO 3-BULB 15 WATT SPIRAL PACKS AND ONE 15 WATT 2-BULB  
SPIRAL PACK, THEN THE TOTAL IS 8 SPIRAL 15 WATT BULBS.]

- \_\_\_\_ 1. At least ONE Program CFL (**SKIP TO SECTION 3B**)  
\_\_\_\_ 2. No Program CFLs (**CONTINUE WITH SECTION 3A**)

**[ SECTION 3A ]**

QOC1. Do you know that THIS STORE is selling Compact Fluorescent Light bulbs that are discounted through a program by Progress Energy of the Carolinas, an electric utility?,

- \_\_\_\_ 1. Yes (**ASK QOC2**)  
\_\_\_\_ 2. No (**SKIP TO QOC3**)  
\_\_\_\_ 3. Don't know (**SKIP TO QOC3**)

QOC2. How did you FIRST find out about the PEC discounts on CFLs? (**DO NOT READ LIST. CHECK ONE.**)

- \_\_\_\_ 1. Saw marketing materials in store  
\_\_\_\_ 2. From PEC (bill, mailing, web, etc.)  
\_\_\_\_ 3. Saw or heard ad on TV/radio  
\_\_\_\_ 4. Store employee pointed out bulbs  
\_\_\_\_ 5. Saw retail lighting demonstration  
\_\_\_\_ 6. Don't know/remember  
\_\_\_\_ 7. Other: \_\_\_\_\_

QOC3. The bulbs you are buying are NOT discounted by Progress Energy. Why did you choose these CFLs instead of the discounted ones? **(DO NOT READ LIST. CHECK ALL MENTIONED.)**

- ☐ 1. Prefer this brand/manufacturer
- ☐ 2. Prior experience with this model
- ☐ 3. No discounted CFLs in this wattage
- ☐ 4. Didn't want to buy a multi-pack
- ☐ 5. Full-price CFLs are higher quality
- ☐ 6. Didn't know about the discount
- ☐ 7. Prefer this color of light (temp)
- ☐ 8. Don't know/remember
- ☐ 9. Other: \_\_\_\_\_

**(IF CUSTOMER GOES BACK TO PURCHASE "PROGRAM" BULBS, NOTE IN OTHER.)**

**→→→ [ SKIP TO QPC7 ]**

**[ SECTION 3B ]**

QPC1. (REFER TO TABLE FOR PROGRAM BULBS IN CART) Do you know that [the CFLs / some of the CFLs] you are buying today [is / are] discounted?

- ☐ 1. Yes **(ASK QPC2)**
- ☐ 2. No **(SKIP TO QPC5)**
- ☐ 3. Don't know **(SKIP TO QPC5)**

QPC2. Did you know, before I stopped you, that the low price on some of these bulbs is provided by Progress Energy, the electric utility?

- ☐ 1. Yes
- ☐ 2. No
- ☐ 3. Don't know

QPC2a. Does Progress Energy supply your home with electricity?

- ☐ 1. Yes **(GO TO QPC3)**
- ☐ 2. No **(GO TO QPC2b)**
- ☐ 3. Don't know **(GO TO QPC3)**

QPC2B. What company does supply electricity to your home?

\_\_\_\_\_ **(TAKE ANSWER)**  
\_\_\_\_\_ 98. Don't know

QPC3. How did you FIRST find out about the Progress Energy discounts? **(DO NOT READ LIST. CHECK ONE.)**

- ☐ 1. Saw marketing materials in store
- ☐ 2. From PEC (bill, mailing, web, etc.)
- ☐ 3. Saw or heard ad on TV/radio
- ☐ 4. Store employee pointed out bulbs
- ☐ 5. Saw retail lighting demonstration
- ☐ 6. Other \_\_\_\_\_
- ☐ 7. Don't know/don't remember.

QPC3a. Are any of the CFLs you purchased today intended for use in a business outside your home or a vacation home? **(TAKE MULTIPLE YES'S IF GIVEN)**

- ☐ 1. Yes a business outside my home **(ASK QPC3b)**
- ☐ 2. Yes for a vacation home **(ASK QPC3d)**
- ☐ 3. **Other location (ASK QPC3c)**
- ☐ 4. **No (SKIP TO QPC4)**
- ☐ 5. Don't know **(SKIP TO QPC3e)**

QPC3b. How many of the CFLs you purchased today are intended for business use?

\_\_\_\_\_

\_\_\_\_\_ 98 – Don't know

QPC3c. **(IF RESPONSE TO QCP3A IS 1, ASK)** In what zip code is the business where the bulbs will be installed?

\_\_\_\_\_

\_\_\_\_\_ 98 – Don't know

QPC3d. **(IF RESPONSE TO QCP3a is 2, ASK )** In what zip code is the vacation home or other location where you plan to install the bulbs?

\_\_\_\_\_

\_\_\_\_\_ 98 – Don't know

QPC3e. In which rooms of your home do you expect to use the CFLs you purchased today? **(TAKE UP to 3)**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

\_\_\_\_\_ 98 Don't know

QPC4. Did you come into the store today SPECIFICALLY to buy Progress Energy discounted CFLs?

\_\_\_\_\_ 1. Yes

\_\_\_\_\_ 2. No

\_\_\_\_\_ 3. Don't know

QPC5a. Would you have bought more, fewer or the same number of CFLs if there were no Progress Energy discount available?

\_\_\_\_\_ 1. More →

\_\_\_\_\_ 2. Fewer →

\_\_\_\_\_ 3. Same

\_\_\_\_\_ 4. Don't know

QPC5aa.

How many more? \_\_\_\_\_ Take Number (use 98 for Don't know)

How many fewer? \_\_\_\_\_ Take Number (use 98 for Don't know)

**[ INTERVIEWER: INSERT TOTAL "PROGRAM" BULBS BEING PURCHASED IN QPC5ab, BEFORE CONTINUING.]**

QPC5ab. You are buying \_\_\_\_\_ CFLs today with a discount from Progress Energy. If the Progress Energy discount was not available to you today, how many CFLs would you have bought?"

\_\_\_\_\_ (# would have bought)

\_\_\_\_\_ 98. Don't know

QPC5b. If the Progress Energy discount was not available, when would you purchase CFLs? (prompt if needed)

\_\_\_\_\_ 1. Today,

\_\_\_\_\_ 2. Another day

\_\_\_\_\_ 3. Never

\_\_\_\_\_ 4. Don't Know

QPC6. Looking at your overall purchase, how many incandescent (regular) bulbs, if any, would you have bought today if the CFLs weren't discounted?

\_\_\_\_\_ (# would have bought)

\_\_\_\_\_ 98. Don't know

**[ASK EVERYONE]**

QPC7. Before today, have you ever heard or seen any information about CFLs coming from Progress Energy?

- \_\_\_\_\_ 1. Yes (**ASK QPC8**)  
\_\_\_\_\_ 2. No (**SKIP TO CONTACT SECTION**)  
\_\_\_\_\_ 3. Don't know (**SKIP TO CONTACT SECTION**)

**[SKIP THIS QUESTION IF QC1 = 2 "NO PROGRAM CFLs PURCHASED"]**

QPC8. Using a scale of 0 to 10, where 0 means "not at all influential" and 10 means "extremely influential", how influential was the Progress Energy Information in your decision to buy CFLs today? (**CIRCLE ONE NUMBER**)

0      1      2      3      4      5      6      7      8      9      10      DK

**[ CONTACT SECTION ]**

**Those are all the questions I have for you today. Thank you very much for your time.  
Please sign below to acknowledge that you have received your \$5 gift card.**

\_\_\_\_\_ **Name (Print)**                      \_\_\_\_\_ **Signature**                      \_\_\_\_\_ **Zip Code**

May I also get your email address and phone number so we can follow up with you later, if necessary, for further studies on lighting. Your contact information is confidential, and no attempt will ever be made to sell you anything.

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

E-mail \_\_\_\_\_

Day Phone (     ) \_\_\_\_\_ Evening Phone (     ) \_\_\_\_\_

## **Appendix B-3: Intercept Follow-Up Survey**

*PEC CFL PROGRAM EVALUATION 2011*  
*Follow-up to store intercept interview*

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SURVEY STARTS ON PAGE TWO

**SCREENER**

INTRO1: This is (INTERVIEWER NAME) from Bellomy Research. May I please speak to [CUSTOMER NAME]?

IF NOT AVAILABLE, SAY: When would be a good time to call so we can speak with [CUSTOMER NAME]?  
THEN SCHEDULE A CALL BACK.

IF AVAILABLE, SAY: You spoke with a representative from our firm at [INSERT STORENAME] on [INSERT DATE]. At that time you gave our interviewer your phone number and we're hoping you will answer a few follow up questions that we didn't ask everybody. We know your time is limited, so as a token of our appreciation for answering these few additional questions, we will mail you a \$5 gift card. This will only take a few minutes.

1. Continue
2. Respondent refused [THANK AND TERMINATE]

S4. We'd like to ask you a few questions about your purchase of compact fluorescent lightbulbs. Just to be certain, were you the one in your household who was interviewed in [INSERT STORENAME] when purchasing an energy-efficient lightbulb?

1. Yes [SKIP TO Q1]
2. No [ASK S5]
3. Don't Know [THANK AND TERMINATE]

S5. Is that person available to speak to me now?

IF NOT AVAILABLE, SAY: When would be a good time to call so we can speak with [CUSTOMER NAME]?  
SCHEDULE A CALLBACK

IF YES, ASK TO SPEAK TO THAT PERSON

1. Correct person available [GO TO INTRO2]
2. Correct person NOT available (SCHEDULE A CALLBACK)

INTRO2: This is (INTERVIEWER NAME) from Bellomy Research. You spoke with a representative from our firm at [INSERT STORENAME] on [INSERT DATE]. At that time you gave our interviewer your phone number. We're hoping you will answer a few follow up questions that we didn't ask everybody. We know your time is limited, so as a token of our appreciation for answering these few additional questions, we will mail you a \$5 gift card. This will only take a few minutes.

1. Continue [GO TO Q1]
2. Respondent refused [THANK AND TERMINATE]

**VERIFICATION OF DATABASE**

Q1. According to our records, you bought the following compact fluorescent light bulbs ... (READ LIST).

**[DISPLAY # OF PACKS OF PROGRAM BULBS PURCHASED, BULB DESCRIPTION, AND # OF BULBS FROM IN-STORE INTERCEPT DATA]**

# PACKS 1: _____	BULB DESCRIPTION 1: _____	# BULBS 1: _____
# PACKS 2: _____	BULB DESCRIPTION 2: _____	# BULBS 2: _____
# PACKS 3: _____	BULB DESCRIPTION 3: _____	# BULBS 3: _____
# PACKS 4: _____	BULB DESCRIPTION 4: _____	# BULBS 4: _____
# PACKS 5: _____	BULB DESCRIPTION 5: _____	# BULBS 5: _____

Is that correct?

1. Yes **[SKIP TO VER1A]**
2. No **[ASK Q1A]**
3. [DO NOT READ] Don't know / Don't recall **[ASK Q1A]**

Q1A. Do you recall the type of bulbs you bought or how many?

1. Yes **[ASK Q1B]**
2. No **[SKIP TO VER1A]**
3. [DO NOT READ] Really don't recall **[SKIP TO VER1A]**

Q1B. Please tell me the # of packs, the types of bulbs you bought and how many. (PROBE FOR EACH TYPE OF BULB PURCHASED. RECORD THE # OF PACKS, THE DESCRIPTION AND HOW MANY BULBS PURCHASED ON A SEPARATE LINE FOR EACH BULB TYPE.)

(USE "99" IF RESPONDENT DOES NOT RECALL EXACTLY HOW MANY. USE "DK" FOR BULB DESCRIPTION IF THEY DO NOT RECALL THE TYPE OF BULB PURCHASED.) **[PROGRAMMER: DO NOT DISPLAY # COUNT BELOW. GENERATE THE COUNT # FOR "# PACKS X #BULBS" FOR EACH ROW. TO BE USED IN Q4.]**

# PACKS 1: _____	BULB DESCRIPTION 1: _____	# BULBS 1: _____	# COUNT 1: _____
# PACKS 2: _____	BULB DESCRIPTION 2: _____	# BULBS 2: _____	# COUNT 2: _____
# PACKS 3: _____	BULB DESCRIPTION 3: _____	# BULBS 3: _____	# COUNT 3: _____
# PACKS 4: _____	BULB DESCRIPTION 4: _____	# BULBS 4: _____	# COUNT 4: _____
# PACKS 5: _____	BULB DESCRIPTION 5: _____	# BULBS 5: _____	# COUNT 5: _____

**[Q1B\_TOTAL]**

**[ALLOW A CHECKBOX FOR "DON'T RECALL ANYTHING" IF RESPONDENT CANNOT RECALL ANYTHING ABOUT THE BULBS PURCHASED.]**

☐

### VERIFICATION PROGRESS CUSTOMER

VER1A. We have you listed as a residential customer of Progress Energy Carolinas. Is that correct?

1. Yes, I am a residential PEC customer [SKIP TO VER1B]
2. No, I'm not a residential PEC customer, but I am a non-residential PEC customer [SKIP TO VER1C]
3. No, I'm not a PEC customer [THANK AND TERMINATE]
4. OTHER: \_\_\_\_\_

#### [ASK VER1B ONLY FOR RESIDENTIAL CUSTOMERS – VER1A=1]

VER1B. We need to match up your responses with your billing information. Can you please supply me with the address for your residence as it's recorded by Progress Energy Carolinas?

Street Number: \_\_\_\_\_  
Street name \_\_\_\_\_  
Village, city, town \_\_\_\_\_  
State \_\_\_\_\_  
Zip code \_\_\_\_\_

#### [ASK VER1C ONLY FOR NON-RESIDENTIAL CUSTOMERS (VER1A=2)]

VER1C. Can you tell me the zip code where Progress serves your non-residential facility? (RECORD ZIP CODE OF NON-RESIDENTIAL FACILITY, THEN THANK AND TERMINATE)

ZIP \_\_\_\_\_ [RECORD THEN THANK AND TERMINATE]

### FIRST-TIME CFL USER

Q2A. Have you ever bought one or more compact fluorescent light bulbs before those you purchased on the day we spoke with you?

1. Yes [CONTINUE TO Q2B]
2. No [SKIP TO Q3]
3. Don't know [SKIP TO Q3]

Q2B. Not including the CFLs you purchased the day we spoke with you in the store, about how long ago did you last buy CFLs? (READ LIST)

1. In the past year
2. In the past two years
3. More than two years ago
4. (DO NOT READ) Don't recall

Q2C. Please think about all of the CFLs you bought prior to the day we spoke with you in the store. If you can recall, please tell me the...(READ LIST).

1. Number never installed or never used \_\_\_\_\_ (USE "99" FOR DON'T KNOW) (ALLOW "0")
2. Number in use today \_\_\_\_\_ (USE "99" FOR DON'T KNOW) (ALLOW "0")
3. Number that burned out \_\_\_\_\_ (USE "99" FOR DON'T KNOW) (ALLOW "0")
4. Number you removed for any other reason \_\_\_\_\_ (USE "99" FOR DON'T KNOW) (ALLOW "0")

## INSTALLATION RATE

Q3. Now, thinking about the compact fluorescent light bulbs you purchased the day we spoke with you, have you installed any of them in your home?

1. Yes **[SKIP TO Q4]**
2. No, have not installed any of them **[CONTINUE TO Q3A]**

Q3A. Where are the CFLs that you did not install? (DO NOT READ LIST. RECORD UP TO 4 RESPONSES.) **[ALLOW UP TO 4 RESPONSES; RECORD RESPONSES, THEN SKIP TO Q8]**

1. In storage
2. Gave away
3. Lost
4. Broken
5. Installed in another home
6. Installed at work
7. Returned to store
8. Installed but later removed
9. Other, (Please specify)
10. Don't know [SP]
11. Refused [SP]

## HOURS OF USE – ROOM SURROGATE

**[BEGIN LOOP –**

**IF Q3=1 “YES, HAVE INSTALLED SOME OF THE LIGHTBULBS”, ASK Q4 FOR EACH TYPE OF BULB.]**

**IF Q3=2 “NO, HAVE NOT INSTALLED ANY OF THEM”, SKIP TO Q8.]**

**[IF Q1B= “DON'T RECALL ANYTHING”, SKIP TO Q8.]**

Q4. Now, let's talk about the **[FIRST #1]** bulb type, that is, the **[NAME/DESCRIPTION HERE #1]**. There were **[INSERT BULB QTY #1]** bulbs in the package, and you bought **[INSERT #1 PACKS]** packs. Of those **[INSERT COUNT #1 BULBS]** bulbs, would you please tell me where you installed them and how many you installed in each location? **(READ LIST)**

**[IF Q1=1 “YES”, THE QUESTION ABOVE SHOULD LINK TO DATA FROM THE IN-STORE INTERCEPT DATA COLLECTION. THAT SURVEY DATABASE LISTS ‘DESCRIPTION’ AND ‘QTY’ IN THE PACKAGE UNDER DIFFERENT VARIABLE NAMES FOR EACH STORE.**

**IF Q1=2, “NO”, THE QUESTION ABOVE SHOULD LINK TO DATA SUPPLIED BY RESPONDENT IN Q1B.]**

<b>[FIRST, SECOND, etc.] BULB TYPE</b>	<b># OF BULBS PER LOCATION</b>
<b>INTERIOR ROOMS IN HOME (PRIMARY RESIDENCE)</b>	<b>(Use “0” for None / Use “99” for Don't know)</b>
1. Basement (unfinished)	
2. Bathrooms	
3. Bedrooms	

FINAL Follow up Phone Survey: Customers Interviewed in Store Intercepts

4. Closets/storage areas in residence	
5. Dining Room	
6. Family Room	
7. Garage	
8. Halls/Entry interior or enclosed porch	
9. Home Office	
10. Kitchen	
11. Laundry Room	
12. Living Room	
<b>EXTERIOR LOCATIONS AT HOME (PRIMARY RESIDENCE)</b>	
13. Outdoors (incl patio, garden, animal area, driveway, exterior porch)	
14. External building on same property as residence	
<b>NOT INSTALLED YET</b>	
15. In storage <b>[ASK Q4A]</b>	
<b>OTHER</b>	
16. Broke, failed to work, lost	
17. Gave them to someone else	
18. Installed in another building other than primary residence <b>[ASK Q4B]</b>	
19. Don't recall and don't want to look for them	
20. Other, specify	

**[Q4\_TOTAL #1 BULBS SHOULD NOT BE GREATER THAN COUNT #1 OR Q1B\_COUNT #1.]**

**[PROGRAMMER: FOR EACH BULB TYPE, CREATE A TOTAL OF ALL BULBS USED. READ BULB TYPES AND TOTAL BULBS PURCHASED FROM INTERCEPT DATA OR FROM Q1B. TO BE USED FOR DETERMINING # OF BULBS USED AND REMAINING #.]**

1. BULB TYPE #1 \_\_\_\_\_
2. BULB TYPE #2 \_\_\_\_\_
3. BULB TYPE #3 \_\_\_\_\_
4. BULB TYPE #4 \_\_\_\_\_
5. BULB TYPE #5 \_\_\_\_\_

**GRAND TOTAL ALL BULBS:** \_\_\_\_\_

**INSTALLATION, PERSISTENCE, LEAKAGE CHECK**

NOTE: Leakage was asked at store; this is a verification of prior response on intentions.

**[IF Q4\_17=COUNT #1 OR Q1B\_COUNT #1, CONTINUE WITH LOOP QUESTIONS.]**

**[ASK Q4A ONLY IF Q4\_15=COUNT #1 (ALL ARE IN STORAGE); OTHERWISE SKIP TO Q4B]**

Q4A. Why are all of these bulbs still in storage? (RECORD VERBATIM. PROBE AND CLARIFY.)

→ **[CONTINUE WITH LOOP QUESTIONS]**

**[ASK Q4B ONLY IF Q4\_18 > 0]**

Q4B. Were the ones installed in another building installed in a residence, business, or both? (RECORD ALL MENTIONS)

1. Residence
2. Business
3. Don't know

**[ASK Q4C ONLY IF Q4B=1; OTHERWISE SKIP TO Q4E]**

Q.4C. Is that residence also served by Progress Energy?

1. Yes
2. No
3. Don't know

Q4D. Is that a seasonal residence, beach house, cottage, or vacation home?

1. Yes
2. No
3. Don't know

**[ASK Q4E ONLY IF Q4B=2]**

Q4E. Is that business also served by Progress Energy?

1. Yes
2. No
3. Don't know

**[ASK Q4F ONLY IF Q4\_TOTAL #1 NOT EQUAL TO COUNT #1 OR Q1B\_COUNT #1, BULBS PURCHASED.]**

Q4F. You just told us that you installed **[Q4\_TOTAL #1]** of the **[COUNT #1]** bulbs. Do you recall what you did with the rest of these bulbs? (RECORD VERBATIM. PROBE AND CLARIFY.)

Q4G. Did you remove any bulbs you installed because...(READ LIST AND RECORD ANSWER FOR EACH)

1. They were slow to come to full brightness? Y/N How many? \_\_\_\_# (RECORD "0" IF NO. USE "99" FOR DK)
2. They weren't bright enough at any time? Y/N How many? \_\_\_\_# (RECORD "0" IF NO. USE "99" FOR DK)
3. You did not like the color or light quality? Y/N How many? \_\_\_\_# (RECORD "0" IF NO. USE "99" FOR DK)

**SATISFACTION WITH LIGHT QUALITY**

- Q5. Still thinking of the **[FIRST #1]** bulb type, that is, the **[NAME/DESCRIPTION HERE #1]** CFLs you **recently** purchased, how would you rate the quality of light in meeting your needs in the rooms you placed them in? Please rate your satisfaction with light quality on a scale from 0 to 10, where 10 means "Light quality satisfies me in all the places I've installed them", 5 means "I've had mixed results" and 0 means "Light quality completely fails to satisfy me in the places I've installed them." (RECORD ONE ANSWER.) (REPEAT SCALE AS NECESSARY)

10 – Light quality satisfies me in all places I've installed them

9 9

8 8

7 7

6 6

5 - Mixed results in the places I installed them

4 4

3 3

2 2

1 1

0 – Light quality fails to satisfy me in places installed

**[IF Q5 > 5, CONTINUE WITH LOOP QUESTIONS. OTHERWISE, ASK Q6.]**

- Q6. What was the nature of those problems for bulb type **[INSERT 1<sup>st</sup> BULB TYPE PURCHASED]**? (RECORD VERBATIM. PROBE AND CLARIFY.)

Nature of problem: \_\_\_\_\_

**PRICE**

Q8. Now please think about the discount on the CFL bulbs you recently bought at [STORE NAME] when you were interviewed. On a scale from 0 to 10, where 10 means “the price was very important” and 0 means “the price was not important at all,” how important was the sales price in your decision to buy CFL bulbs at that time? (REPEAT SCALE AS NECESSARY)

- 10 – The price was very important
- 9 9
- 8 8
- 7 7
- 6 6
- 5 5
- 4 4
- 3 3
- 2 2
- 1 1
- 0 – The price was NOT important at all
- 11. Don’t know

[MOVED Q10, Q10A, Q11 TO BE ASKED BEFORE Q9.]

**SPILLOVER**

Q10. Have you purchased additional compact fluorescent bulbs **for your home** since your recent purchase on the day we interviewed you at [STORE NAME]?

- 1. Yes
- 2. No [SKIP TO Q9]
- 3. Not sure/Don’t know [SKIP TO Q9]

Q10A. How many?

\_\_\_\_\_ # Bulbs Purchased Since Recent Purchase  
(USE “99” FOR DON’T KNOW)

**DRIVERS OF SPILLOVER**

Q11. What was the primary reason you purchased more compact fluorescent bulbs? (DO NOT READ LIST. RECORD ALL MENTIONS.)

- 1. Save money on my electric bill
- 2. Environmentally-friendly
- 3. CFL bulbs last longer
- 4. Bulbs don’t get hot
- 5. The discount
- 6. Impulse purchase
- 7. Don’t know
- 8. Some Other Reason (PLEASE SPECIFY)

**CFL SATURATION**

FINAL Follow up Phone Survey: Customers Interviewed in Store Intercepts

Q9. Now, I'm going to ask you about which rooms in your home have compact fluorescent bulbs installed. I'm referring to **any** CFLs, no matter when or how you got them. **Any** CFL counts for this question.

Let's talk about CFLs on a room by room basis. Thinking about the kitchen or dinette, how many sockets are there for screw-in bulbs and how many of those sockets have CFLs installed today?  
(ALLOW "0". USE "99" FOR DON'T KNOW. ASK FOR EACH ROOM TYPE.)

Room type	Number of screw-base sockets	Number of screw-base CFLs
Kitchen or dinette	_____#	_____#
Main bathroom	_____#	_____#
Secondary bathrooms & shower areas	_____#	_____#
Laundry room	_____#	_____#
Dining rooms	_____#	_____#
Family rooms/entertainment room	_____#	_____#
Office/project room	_____#	_____#
Bedroom 1	_____#	_____#
Bedroom 2	_____#	_____#
Bedroom 3	_____#	_____#
Bedroom 4	_____#	_____#
Hallways/foyers	_____#	_____#
Garage, carport, boathouse	_____#	_____#
Exterior of house, yard, patio, garden, security, signpost	_____#	_____#
Other1: (PLEASE SPECIFY)	_____#	_____#
Other2: (PLEASE SPECIFY)	_____#	_____#

**LIKELIHOOD TO RECOMMEND OR DISRECOMMEND**

Q12. Based on your experience with compact fluorescent bulbs, how likely would you be to recommend them as a technology to family or friends? Would you say you are...(READ LIST)?

4. Very likely
3. Somewhat likely
2. Somewhat unlikely
1. Very unlikely
5. (DO NOT READ) Don't know

Q13. Are there some CFL types that you so dislike that you would advise friends NOT to buy?

1. Yes

2. No **[SKIP TO Q14]**

Q13A. Could you explain to me why you say that? (RECORD VERBATIM. PROBE AND CLARIFY.)

### LIKELIHOOD OF RE-PURCHASE

Q14. The next time you need to purchase light bulbs for your home, please tell me how likely you are to purchase additional compact fluorescent light bulbs. Again use a scale of 0 to 10, where 0 is “not at all likely” and 10 is “extremely likely?.” (REPEAT SCALE AS NECESSARY)

10 – Extremely likely  
9 9  
8 8  
7 7  
6 6  
5 5  
4 4  
3 3  
2 2  
1 1  
0 – Not at all likely  
11. Don’t know

### INFLUENCE OF PROMOTIONAL MATERIALS

Q15. And my last questions, once more using a scale of 0 to 10, where 0 is “not at all important” and 10 is “extremely important” how important in deciding to purchase compact fluorescent light bulbs is... (READ LIST)? (REPEAT SCALE AS NECESSARY)

- 1.Information you received from Progress Energy by mail such as a bill insert
2. Store displays about CFLs provided by Progress Energy

10 – Extremely important  
9 9  
8 8  
7 7  
6 6  
5 5  
4 4  
3 3  
2 2  
1 1  
0 – Not at all important  
11. Don’t know

### CLOSING

Thank you for answering our questions about your purchase of these CFL bulbs. As we promised, we will send you a \$5 Gift Card in the mail to show our appreciation for your help. Should I mail it to the address you gave me at the

FINAL Follow up Phone Survey: Customers Interviewed in Store Intercepts

start of this discussion?

1. Yes **[SKIP TO DEM1]**
2. No

MAILING INFO FOR GIFT CARD

Name: \_\_\_\_\_

Address: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIPCODE: \_\_\_\_\_

**DEMOGRAPHICS**

DEM1. Which of the following groups includes your age? Are you... (READ LIST)

1. Under 18 years old
2. 18 to 24
3. 25 to 34
4. 35 to 44
5. 45 to 54
6. 55 to 64
7. 65 years old or over
9. (DO NOT READ) Refused

DEM2. Record Gender (DO NOT ASK)

1. Male
2. Female

**IN-HOME DEMONSTRATION**

INHOME\_1. You have helped Progress Energy with research, and perhaps you'd like to continue to participate in related research. (IF NO OBJECTION, CONTINUE...) We are offering \$50 for a visit to homes for a lighting study (leave open-ended because someone may say "I have an unemployed relative who would love to get \$50, and that would be okay if they meet other requirements.)

1. Continue
2. Other Comments **(PLEASE SPECIFY)**
3. Refused to continue **(SKIP TO CLOSE)**

INHOME\_2. What this research involves is a count of the number of light sockets in your residence. One objective is to see how many sockets would be suitable for CFLs and how many would not. Another part of the research is a demonstration to the resident of several lighting technologies. Now, this is NOT a sales effort and no products will be offered for purchase. The resident will see how the new technology works in their environment, with their wall coloring, their natural lightings, etc..

FINAL Follow up Phone Survey: Customers Interviewed in Store Intercepts

Are you interested in hearing more?

1. Yes (CONTINUE)
2. No (THANK AND TERMINATE)
3. Not sure (CONTINUE)

INHOME\_3. OK, there are several types of CFLs and other new lighting technologies such as LEDs, halogen-CFL hybrids, natural daylight CFLs, etc.. In some situations one lightbulb may appear brighter and more effective while in some situations they don't. Progress wants to have customers see the difference that different lightbulbs have in different types of rooms...meaning different wall paints, different ceilings, different flooring and furniture. Customers would be asked to rate each bulb.

Can we have one of our researchers contact you to make an appointment for this upcoming phase of research? The visit would take 30-45 minutes. **[NOTE: THE RESEARCHER WOULD EXPLAIN THAT ALL SOCKETS WOULD BE COUNTED AND EXAMINED FOR CFL SUITABILITY]**

- 1 YES
- 2 NO
- 3 WILL HAVE TO CHECK WITH OTHERS (SPOUSES, ROOMMATES, ETC.)  
PLEASE CALL BACK (RECORD AS OTHER SPECIFY) DATE: \_\_\_\_\_ TIME: \_\_\_\_\_
- 4 NOT THIS MONTH, BUT MAYBE IN THE FUTURE
- 5 REFUSED

**CLOSE**

That is all the questions I have today. Your \$5 Gift Card FOR TODAY'S PHONE CALL should arrive in the next week. Thank you and have a nice day/evening

## **Appendix B-4: General Population Survey**

**PY2 PEC GENERAL POPULATION LIGHTING SURVEY**

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<b><u>Sections</u></b>	<b><u>Title</u></b>	<b><u>Code</u></b>	<b><u>Page Number</u></b>
<b>1</b>	<b>APPLIANCE SCREENER/APPLIANCE RECYCLING NON PARTICIPANT</b>	<b>ARP</b>	<b>3</b>
<b>2</b>	<b>LIGHTING AWARENESS/KNOWLEDGE</b>	<b>CFL</b>	<b>7</b>
<b>3</b>	<b>CFL PURCHASES</b>	<b>CP</b>	<b>9</b>
<b>4</b>	<b>INSTALLATION AND USAGE</b>	<b>IU</b>	<b>13</b>
<b>5</b>	<b>FREE-RIDERSHIP</b>	<b>FR</b>	<b>18</b>
<b>6</b>	<b>PARTICIPANT SPILLOVER</b>	<b>SO</b>	<b>22</b>
<b>7</b>	<b>NONPARTICIPANT SPILLOVER</b>	<b>NS</b>	<b>24</b>
<b>8</b>	<b>NON CFL USERS</b>	<b>NCFL</b>	<b>25</b>
<b>9</b>	<b>DEMOGRAPHICS</b>	<b>AMD</b>	<b>27</b>
<b>10</b>	<b>RECRUITMENT</b>	<b>R</b>	<b>30</b>

**Screener Section**

**INTRO 1:**

Hello, this is [YOUR NAME] from Bellomy Research calling on behalf of Progress Energy. This is not a sales call; our questions are for research purposes only. Your opinions are important in helping Progress Energy assist customers in saving money on their utility bills. Your individual answers will be combined with other customer's answers and used by Progress Energy to evaluate energy-efficiency programs. This call may be monitored for quality assurance purposes.

May I speak with [CONTACT]? **(IF NOT AVAILABLE, SAY:** May I please speak to one of the persons in your household that is most knowledgeable about your household lighting purchases?)

**(IF N O ONE AVAILABLE, SCHEDULE A CALL BACK.)**

1. Available, continue
2. Household Refused **[THANK AND TERMINATE]**

**Screener**

S1. According to our records Progress Energy is your electrical service provider, is this still correct?

1. Yes, Progress Energy
2. No, Someone Else **[THANK AND TERMINATE]**
3. Don't Know **[THANK AND TERMINATE]**
4. Refused **[THANK AND TERMINATE]**

**RECRUITMENT INTRODUCTION**

Progress Energy has asked us to speak to customers, like you, about their awareness of, purchases and uses of efficient lighting in their homes. This is not any sort of sales promotion. Progress Energy simply wants to know what kind of efficient lighting its customers are buying and how they are using it.

**(IF ASKED HOW LONG, SAY:** This survey will take about 20 minutes, dependent on your answers, and we appreciate your taking the time.)

## 1. SECTION 1 APPLIANCE SCREENER/ARP NON PARTICIPANT

### ARP1a.

Before I ask you about lighting I have a few questions regarding appliances. Have you discarded a refrigerator or freezer since April 2010? By discard, we mean getting rid of it either by selling it, giving it away, having someone pick it up, or taking it to the dump or a recycling center.

- |                         |              |
|-------------------------|--------------|
| 1. Yes, refrigerator(s) | (ASK ARP1b)  |
| 2. Yes, freezer(s)      | (ASK ARP1b)  |
| 3. Yes, both appliances | (ASK ARP1b)  |
| 4. No                   | (GO TO CFL1) |
| 5. Don't Know           | (GO TO CFL1) |
| 6. Refused              | (GO TO CFL1) |

### ARP1b.

Have you **EVER** gotten an incentive payment from Progress Energy for recycling a refrigerator or freezer?

- |               |              |
|---------------|--------------|
| 1. Yes        | (GO TO CFL1) |
| 2. No         | (GOTO ARP2)  |
| 3. Don't Know | (GO TO CFL1) |

### ARP2.

Did the appliance(s) work?

- |               |                                    |
|---------------|------------------------------------|
| 1. Yes        |                                    |
| 2. No         | [TERMINATE ARP MODULE. GO TO CFL1] |
| 3. Don't Know | [TERMINATE ARP MODULE. GO TO CFL1] |
| 4. Refused    | [TERMINATE ARP MODULE. GO TO CFL1] |

[IF ARP1A = 1, APPLIANCE\_INSERT1 = "REFRIGERATOR".]

[IF ARP1A = 2, APPLIANCE\_INSERT1 = "FREEZER".]

[IF ARP1A = 3, APPLIANCE\_INSERT1 = "APPLIANCES".]

[IF ARP1A = 1 OR 2, APPLIANCE\_INSERT2 = "wasn't".]

[IF ARP1A = 3, APPLIANCE\_INSERT2 = "weren't".]

### ARP3.

Did you have the [APPLIANCE\_INSERT1] picked up through a Progress Energy Carolinas Appliance Recycling program?

- |               |                                    |
|---------------|------------------------------------|
| 1. Yes        | [TERMINATE ARP MODULE. GO TO CFL1] |
| 2. No         |                                    |
| 3. Don't Know |                                    |
| 4. Refused    | [TERMINATE ARP MODULE. GO TO CFL1] |

### ARP4.

In case you didn't know, Progress Energy Carolinas offers an incentive to pick up and recycle old, operating refrigerators and freezers. A contractor would have picked it up at your home and you would have been paid \$50 later in the mail. Are you sure your [APPLIANCE\_INSERT1] [APPLIANCE\_INSERT2] picked up by the utility program?

1. Yes, I'm sure it wasn't picked up by the program or I received no incentive
2. No, I did get the incentive check [TERMINATE ARP MODULE. GO TO CFL1]
3. I still don't know for sure [TERMINATE ARP MODULE. GO TO CFL1]
4. Refused [TERMINATE ARP MODULE. GO TO CFL1]

[IF ARP1a = 1 OR 2 "ONE APPLIANCE DISCARDED", SAY: Now I'm going to ask you some specific questions about the [APPLIANCE\_INSERT1] you discarded.] [SKIP TO ARP6a]

[IF ARP1a = 3, ASK ARP5. OTHERWISE, SKIP TO ARP6a.]

**ARP5.**

For the rest of the survey, I'd like you to focus on just the appliance you discarded most recently. Please tell me if that was a refrigerator or a freezer?

1. Refrigerator
2. Freezer
3. Refused [TERMINATE ARP MODULE. GO TO CFL1]

**Thank you. Please answer the following questions with only that [INSERT ARP5 ANSWER] in mind.**

[IF ARP1a = 1, APPLIANCE\_INSERT = "REFRIGERATOR".]

[IF ARP1a = 2, APPLIANCE\_INSERT = "FREEZER".]

[IF ARP1a = 3 AND ARP5 = 1, APPLIANCE\_INSERT = "REFRIGERATOR".]

[IF ARP1a = 3 AND ARP5 = 2, APPLIANCE\_INSERT = "FREEZER".]

**ARP6a.**

At the time you discarded it, approximately how old was the [APPLIANCE\_INSERT]? (USE "98" FOR DON'T KNOW AND "99" FOR REFUSED.)

1. YEARS \_\_\_\_\_
98. Don't Know
99. Refused

**ARP6b.**

For the majority of the time before you recycled it, where within your home was the [APPLIANCE\_INSERT] located?

1. Kitchen
2. Garage
3. Porch/patio
4. Basement
5. Other [Specify] \_\_\_\_\_
6. Don't Know
7. Refused

**ARP 7.**

How would you describe the condition of the [APPLIANCE\_INSERT] you got rid of?  
Would you say ... (READ LIST)? (RECORD ONE RESPONSE ONLY.)

1. It worked and was in good physical condition
2. It worked but needed minor repairs **[Example: door seal or handle]**
3. It didn't work, but remained plugged in
4. It didn't work and was unplugged
5. (DO NOT READ) Don't Know
6. (DO NOT READ) Refused

**ARP8.**

Did you decide to discard it because you... (READ LIST)?

1. Got a brand new ENERGY STAR **[refrigerator, freezer]** to replace it
2. Got a brand new non-ENERGY STAR **[refrigerator, freezer]** to replace it
3. Got a used **[refrigerator, freezer]** to replace it
4. Or because you no longer wanted a **[refrigerator, freezer]** and did not replace it **[SKIP TO ARP 11]**
5. (DO NOT READ) Don't Know **[SKIP TO ARP 11]**
6. (DO NOT READ) Refused **[SKIP TO ARP 11]**

**ARP 9.**

Did you buy your replacement appliance from a national retailer, a local retailer or an individual?

1. National Retailer
2. Local Retailer
3. Individual
4. Don't Know
5. Refused

**[IF ARP9 = 3, THEN ASK ARP10] [IF ARP9 = 4 OR 5, THEN SKIP TO ARP11]**

**ARP 10.**

What would you estimate the age of your replacement appliance to be? (USE "98" FOR DON'T KNOW AND "99" FOR REFUSED.)

1. YEARS\_\_\_\_\_
98. Don't Know
99. Refused

**ARP 11.**

How did you dispose of your old **[refrigerator, freezer]**?  
**(IF NECESSARY, SAY: Did you give it away or sell it?)**

1. Took it to a recycler or scrap dealer.
2. Took it to the dump or threw it away.
3. Sold it to a friend, acquaintance or relative.
4. Sold it to a used refrigerator/freezer dealer.
5. Sold it via garage sale, estate sale, or newspaper ad.
6. Gave it away to a friend or family member.
7. Left it out on the curb with a "free" sign on it.
8. Hired someone to pick it up (for junking or dumping).
9. Dealer I bought a new one from took it away.

- [AT COMPLETION OF THIS MODULE GO TO CFL1)**

## 2. SECTION 2 LIGHTING AWARENESS/KNOWLEDGE

Most of this part of the survey is about energy efficient lighting for homes, particularly one type of energy efficient bulb called a compact fluorescent light bulb or CFL.

### CFL1.

Before today, have you heard of a type of energy efficient light bulb called a “compact fluorescent light bulb” or CFL for short?

- |               |               |
|---------------|---------------|
| 1. Yes        | (GO TO CFL2b) |
| 2. No         | (GO TO CFL2a) |
| 3. Don't Know | (GO TO CFL2a) |
| 4. Refused    | (GO TO CFL2a) |

### CFL2a.

Compact fluorescent light bulbs – also known as CFLs – usually do not look like regular incandescent light bulbs. The most common type of CFL has a glass tube bent into a spiral, resembling soft-serve ice cream, and it fits in a regular light bulb socket. Before today, were you familiar with CFLs? (DO NOT READ LIST)

- |               |                      |
|---------------|----------------------|
| 1. Yes        | (GO TO CFL2b)        |
| 2. No         | (GO TO DEMOGRAPHICS) |
| 3. Don't Know | (GO TO DEMOGRAPHICS) |
| 4. Refused    | (GO TO DEMOGRAPHICS) |

### CFL2b.

How familiar are you with CFLs? Would you say that you are ... (READ LIST)?

- |                             |                      |
|-----------------------------|----------------------|
| 1. Very familiar            |                      |
| 2. Somewhat familiar        |                      |
| 3. Not too familiar         |                      |
| 4. Not at all familiar      | (GO TO DEMOGRAPHICS) |
| 5. (DO NOT READ) Don't Know | (GO TO DEMOGRAPHICS) |
| 6. (DO NOT READ) Refused    | (GO TO DEMOGRAPHICS) |

### CFL3.

While most compact fluorescent light bulbs are spiral shaped, they also come in other shapes and some have special features. Some other CFL types look like ‘regular’ incandescent bulbs, such as globes and floodlights. How familiar are you with these types of CFLs? Would you say that you are... (READ LIST)?

- |                             |  |
|-----------------------------|--|
| 1. Very familiar            |  |
| 2. Somewhat familiar        |  |
| 3. Not too familiar         |  |
| 4. Not at all familiar      |  |
| 5. (DO NOT READ) Don't Know |  |
| 6. (DO NOT READ) Refused    |  |

**CFL4.**

In addition, some CFLs also work in dimmable lamps and fixtures. How familiar are you with dimmable CFLs? Would you say that you are... (READ LIST)?

1. Very familiar
2. Somewhat familiar
3. Not too familiar
4. Not at all familiar
5. (DO NOT READ) Don't Know
6. (DO NOT READ) Refused

**CFL5.**

Have you heard of the "Twist and Save" Program offered by Progress Energy, which provides discounts on CFLs for your home?

1. Yes
2. No
3. Don't Know
4. Refused

**[IF CFL5 = 2 OR 3, ASK CFL6. OTHERWISE, SKIP TO CFL7.]**

**CFL6.**

Were you aware that Progress Energy provides discounts on CFLs for your home?

1. Yes
2. No
3. Don't Know
4. Refused

**CFL7.**

Are you aware of the federal light bulb regulations that require certain light bulbs to be more efficient beginning in January of 2012?

1. Yes
2. No
3. Don't Know
4. Refused

**[IF CFL7 = 1, ASK CFL8. OTHERWISE, SKIP TO CP1.]**

**CFL8.**

In your own words, how would you describe the changes in the light bulb regulations?

\_\_\_\_\_ **[Open-End]**

### 3. SECTION 3 CFL PURCHASES

#### CP1.

Since January 2011, have you or others in your household purchased any CFLs to use in your home?

- |               |                 |
|---------------|-----------------|
| 1. Yes        |                 |
| 2. No         | (SKIP TO NCFL1) |
| 3. Don't Know | (SKIP TO NCFL1) |
| 4. Refused    | (SKIP TO NCFL1) |

#### CP2.

About how many CFLs have you purchased since January 2011 to use in your home, including both spiral shaped CFLs and specialty CFLs?

If a package contained multiple CFLs, please count **EACH** CFL bulb separately, NOT THE NUMBER OF PACKAGES. [USE "0" FOR NONE, "98" FOR DON'T KNOW, AND "99" FOR REFUSED.]

**[IF RESPONDENT IS UNSURE OF HOW MANY CFLs PURCHASED, ASK THEM TO GIVE THEIR BEST GUESS.]**

[IF NECESSARY, SAY: "As I mentioned before, Specialty CFLs are efficient light bulbs like flood lights, reflectors or globe bulbs, that have specialized uses, like bathroom vanities, recessed indoor lighting, outdoor lighting etc, "]

1. Enter # \_\_\_\_\_  
98. Don't Know  
99. Refused

**Calculate TOTAL BULBS PURCHASED SINCE JANUARY 2011**

**IF CP2 = 0 OR 98 OR 99, THEN TOTAL\_BULBS = 00**

**IF CP2 > 0, THEN TOTAL\_BULBS = CP2**

**CHECK QUOTA: MINIMUM OF 100 RESPONDENTS WHERE TOTAL BULBS > 0**

**[IF CP2 = "0" OR "98" OR "99", SKIP TO NCFL1.]**

**CP3.**

Thinking back about your CFL purchases since January 2011, at what stores were these bulbs purchased?  
**(DO NOT READ LIST. RECORD ALL MENTIONS. )**

1. Ace Hardware
2. Bed, Bath and Beyond
3. Best Buy
4. BJ's Wholesale
5. Carlie-C's IGA
6. Costco
7. Dollar Tree
8. Family Dollar
9. Food Lion
10. Goodwill Industries
11. Harris Teeter
12. Home Depot
13. Kroger
14. Lowes
15. Sam's Club
16. Walmart
17. Other [SPECIFY] \_\_\_\_\_
18. Don't Know
19. Refused

**CP4.**

Were any of these stores located outside of North Carolina or South Carolina?

1. Yes – some were located outside North Carolina or South Carolina
2. Yes – All were located outside North Carolina or South Carolina (SKIP TO DEMOGRAPHICS)
3. No - All were located **inside** North Carolina or South Carolina
4. Don't Know
5. Refused

**[IF CP4 = 2, SKIP TO DEMOGRAPHICS.]**

**[IF CP4 = 1, THEN DISPLAY CP4A]**

**CP4a.**

For the following questions please consider only the bulbs purchased within North Carolina or South Carolina.

**CP5.**

Earlier, you said you purchased (INSERT TOTAL\_BULBS) bulbs since January 2011. Were any of these specialty CFLs, such as flood lights, globes, or dimmable?

- |               |                |
|---------------|----------------|
| 1. Yes        |                |
| 2. No         | (SKIP TO CP6a) |
| 3. Don't Know | (SKIP TO CP6a) |
| 4. Refused    | (SKIP TO CP6a) |

**[IF CP5 = 2, 3, 4, SKIP TO CP6A]**

**CP5a.**

What types of specialty CFLs have you purchased since January 2011? (DO NOT READ LIST) (RECORD ALL MENTIONS)

1. Reflector CFLs – typically used in indoor/outdoor flood light applications
2. Globe CFLs – typically used in bathroom vanity mirrors
3. A-lamp CFLs – these have a dome cover designed to look like a traditional bulb
4. 3-way CFLs – used in lamps with 3 light output settings
5. Dimmable (work in concert with electronic dimmer switches)
6. Other (Specify: \_\_\_\_\_)
7. Don't Know
8. Refused

**CP6a.**

Were any of the CFL bulbs you purchased discounted or on sale? There might have been a sign on the shelf or a display in the store. (DO NOT READ LIST)

1. Yes – they were all discounted
2. No – they were not discounted
3. Some were discounted
4. Don't Know
5. Refused

**[IF CP6a = 3, ASK CP6b. OTHERWISE, SKIP TO CP7.]**

**CP6b.**

How many of the [INSERT TOTAL\_BULBS] bulbs that you purchased since January 2011 were discounted?

**(USE “98” FOR DON’T KNOW AND “99” FOR REFUSED.)**

1. ENTER # \_\_\_\_\_
98. Don’t Know
99. Refused

**Calculate TOTAL DISCOUNTED bulbs:**

IF CP6a = 1, THEN TOTAL\_DISCOUNTED = CP2

IF CP6a = 3, THEN TOTAL\_DISCOUNTED = CP6b

IF CP6a = 2 OR 98 OR 99, THEN TOTAL\_DISCOUNTED = 00

**[IF CP6a = 1 OR 3, ASK CP7. OTHERWISE, SKIP TO CP9.]**

**CP7.**

Do you know who sponsored this discount? (DO NOT READ LIST)

1. Progress Energy
2. Retail Store (INCLUDE ANY NAMED STORES, SUCH AS HOME DEPOT, WALMART, TARGET, ETC)
3. OTHER, (Specify: \_\_\_\_\_)
4. Don’t Know
5. Refused

**[IF CP7 = 1, ASK CP8.]**

**CP8.**

How many of the [INSERT TOTAL\_DISCOUNTED] discounted bulbs you bought since January 2011 were discounted by Progress Energy? (USE “98” FOR DON’T KNOW AND “99” FOR REFUSED.)

1. ENTER # \_\_\_\_\_ **[DO NOT ALLOW A # GREATER THAN TOTAL\_DISCOUNTED]**
98. Don’t Know
99. Refused

**Calculate PROGRESS DISCOUNTED**

IF CP8 > 0, THEN PROGRESS\_DISCOUNTED = CP8

IF CP8 = 0 OR 98 OR 99, THEN PROGRESS\_DISCOUNTED = 00

**CP9.**

Were any of the CFLs you bought since January 2011, installed in a business you work in as an employee or owner? If “yes”, how many? (USE “0” FOR NONE, “98” FOR DON’T KNOW, AND “99” FOR REFUSED.)

1. ENTER # \_\_\_\_\_ **[DO NOT ALLOW A # GREATER THAN TOTAL\_BULBS]**
98. Don’t Know
99. Refused

#### 4. SECTION 4 INSTALLATION AND USAGE

**[INSTALLATION AND USAGE ASKED OF ALL THOSE THAT PURCHASED ANY CFL BULBS.**

[IF TOTAL\_BULBS > 0, CONTINUE. IF TOTAL\_BULBS = 0, SKIP TO NCFL1.)]

For the next set of questions I'd like you to think about what you've done with the **[INSERT TOTAL\_BULBS]** Compact Fluorescent Light bulbs, or CFLs, that you purchased since January 2011.

**IU1.**

Before buying these [INSERT TOTAL\_BULBS] bulbs, about what percent of screw-in lighting sockets in your home had CFLs? (IF CLARIFICATION NEEDED, SAY: "I'm talking about table or standing lamps, ceiling or wall light fixtures, any place you need screw-in bulbs) (READ LIST ONLY IF NECESSARY.)

1. None of the sockets
2. 1-25%
3. 26-50%
4. 51-75%
5. More than 75%
6. Don't Know
7. Refused

**IU2.**

Of the [INSERT TOTAL\_BULBS] CFLs you purchased since January 2011, how many have you installed at your home? Have you installed...(READ LIST)?

1. All of them
2. Some of them
3. None of them
4. (DO NOT READ) (Other Specify) \_\_\_\_\_
5. (DO NOT READ) Don't Know
6. (DO NOT READ) Refused

**[IF IU2 = 2 or 3, ASK IU3. OTHERWISE, SKIP TO IU6]**

**IU3.**

Where are the CFLs that you did not install? (DO NOT READ LIST)

**[PROGRAMMER: ALLOW UP TO 4 RESPONSES]**

1. In Storage
2. Gave Away
3. Lost
4. Broken
5. Installed in another home
6. Installed at work
7. Returned to store
8. Installed but later removed
9. Other, Specify \_\_\_\_\_
10. Don't Know
11. Refused

**[IF IU2 = 3 "NONE OF THEM" AND IU3 = 1, ASK IU4. OTHERWISE, SKIP TO IU5]**

**IU4.**

How many are in storage? (USE "98" FOR DON'T KNOW AND "99" FOR REFUSED.)

1. [NUMERIC OPEN END]
98. Don't Know
99. Refused

**[IF IU3 = 1, ASK IU5. OTHERWISE, SKIP TO IU6]**

**IU5.**

What are you planning to do with the CFLs you have in storage? (DO NOT READ LIST) (RECORD ALL MENTIONS)

1. Waiting until an incandescent bulb burns out before replacing it
2. Waiting until a CFL burns out before replacing it
3. Waiting until a bulb (NO TYPE SPECIFIED) burns out before replacing it
4. Not planning to use them
5. Haven't decided
6. Other, Specify \_\_\_\_\_
7. Don't Know
8. Refused

**[IF IU2 = 1 OR 2, ASK IU6. OTHERWISE, SKIP TO IU7.]**

[IF IU2 = 1 "ALL OF THEM", IU6\_INSERT = "ALL OF"]  
 [IF IU2 = 2 "SOME OF THEM", IU6\_INSERT = "SOME OF"]

**IU6.**

Please tell me which rooms in your home you installed [IU6\_INSERT] the [INSERT TOTAL\_BULBS] CFLs you purchased since January 2011? I'm going to read you a list of rooms that may or may not be in your residence. As I read those rooms to you, please tell me if you installed any of these CFL bulbs in that room, or not. **(INTERVIEWER: IF RESPONDENT IS HESITANT TO CONTINUE AND/OR DOESN'T RECALL ANYTHING ABOUT HOW OR WHERE BULBS WERE INSTALLED, CHOOSE "2" BELOW.)**

1. Continue
2. Don't recall how or where bulbs were installed [SKIP TO IU7]

Let's begin..... Of those [INSERT TOTAL\_BULBS] CFL bulbs, how many did you install in the... (READ LIST)?

	# OF BULBS PER LOCATION
INTERIOR ROOMS IN HOME (PRIMARY RESIDENCE)	(Use "0" for None / Use "98" for Don't know)
1. Bathroom	
20. Bedrooms (All bedrooms)	
2. Family room/Den	
3. Garage	
4. Hallway, staircase, foyer or entry	
5. Kitchen	
6. Living Room	
7. Laundry room	
8. Attic	
9. Basement	
10. Dining Room	
11. Office	
12. Outside	
13. Spare Room	
14. Closet	
15. Other (Please specify)_____	
16. (IF IU3 = 3,4,7) How many Broke, failed to work, or lost	
17. (IF IU3 = 2) How many did you Give to someone else	
18. (IF IU3 = 5,6) How many were Installed in another building other than primary residence	
19. (IF IU3 = 1) How many are In storage	

**[IF IU2 = 1, IU6\_TOTALBULBS = TOTAL\_BULBS.]**

**[IF IU2 = 2, IU6\_TOTALBULBS < TOTAL\_BULBS.]**

**IU7.**

Overall, did the CFL(s) you purchased and installed replace incandescent ("regular light bulbs") or other CFLs? Would you say they replaced... (READ LIST)?

1. All Incandescents
2. Mostly Incandescents
3. All CFLs
4. Mostly CFLs
5. Half incandescents and Half CFLs
6. (Other, Specify) \_\_\_\_\_
7. (DO NOT READ) Don't Know
8. (DO NOT READ) Refused

**IU8.**

Are all of the CFLs you installed since January 2011 still in place or have you removed some?

1. All still in place
2. Removed some
3. Removed all
4. Don't Know
5. Refused

**[IF IU3 = 8 OR IU8 = 2 OR 3, ASK IU9. OTHERWISE, SKIP TO FR1.]**

**IU9.**

Thinking about the bulbs you installed but later removed, please tell me how many have been removed? (USE "98" FOR DON'T KNOW AND "99" FOR REFUSED.)

1. Number Removed \_\_\_\_\_
98. Don't Know
99. Refused

**[IF IU9 > 0, ASK IU10 AND IU11. OTHERWISE, SKIP TO FR1.]**

**IU10.**

Why did you remove the CFL(s)? (DO NOT READ LIST)(RECORD ALL MENTIONS)

1. Burned out/stopped working/broke
2. Did not like the color
3. Took too long to start up
4. Not bright enough
5. Didn't like the way it looked
6. Heard they were unsafe
7. Other, specify \_\_\_\_\_
8. Don't Know
9. Refused

**IU11.**

What did you do with the CFL bulb(s) that were removed? (DO NOT READ LIST) (RECORD ALL MENTIONS.)

1. Moved to a different location
2. Gave away
3. Threw away
4. Recycled
5. Saved for future use
6. Returned to the store for a refund
7. Other, Specify \_\_\_\_\_
8. Don't Know
9. Refused

## 5. SECTION 5 FREE-RIDERSHIP

[IF TOTAL\_DISCOUNTED > 0, ASK FREE-RIDERSHIP QUESTIONS. OTHERWISE SKIP TO NS1.]

[IF CP7 = 1, ASK FR1. OTHERWISE, SKIP TO FR1a.]

### FR1.

How did you find out about Progress Energy's price discounts on Compact Fluorescent Light bulbs?  
(DO NOT READ LIST) (RECORD ALL MENTIONS)

(INTERVIEWER: IF RESPONDENT SAYS: "SAW MARKETING MATERIALS IN STORE", PROBE FOR WHERE IN STORE...ON SHELF WITH BULBS OR ON DISPLAY IN AISLE, OR BOTH.)

1. Saw marketing materials on shelf with bulbs
2. Saw marketing materials on display in aisle
3. Discount was advertised in mailing
4. Discount was advertised on radio
5. Discount was advertised in newspaper
6. A store employee made me aware of the discounted bulbs
7. Saw an in-store lighting demonstration
8. Other, Specify \_\_\_\_\_
9. Don't Know
10. Refused

### FR1a.

In the past year have you come across any pamphlets, bill inserts or brochures from Progress Energy explaining the energy saving benefits of Compact Fluorescent Light bulbs?

1. Yes
2. No
3. Don't Know
4. Refused

[IF FR1a = 1, CONTINUE. OTHERWISE, SKIP TO FR2.]

### FR1b.

Where did you **FIRST** see this material? (DO NOT READ LIST) (PROGRAMMER: ALLOW UP TO 2 RESPONSES.)  
(INTERVIEWER: IF RESPONDENT SAYS: "SAW MARKETING MATERIALS IN STORE", PROBE FOR WHERE IN STORE...ON SHELF WITH BULBS OR ON DISPLAY IN AISLE, OR BOTH.)

1. On shelf with bulbs
2. On display in aisle
3. Progress Energy booth in aisle
4. On flyer they included in the bag with my purchase
5. In newspaper)
6. (Other, Specify) \_\_\_\_\_
8. Don't Know
9. Refused

**[IF CP6a = 1 OR 3, FR2\_INSERT = “price discounted CFLs”.]**

**[IF FR1a = 1, FR2\_INSERT = “energy savings benefits of CFLs”.]**

**FR2.**

At the time that you learned about the [FR2\_INSERT] were you already intending to purchase light bulbs? (IF NECESSARY, SAY: “Any sort of light bulbs that screw into lamps or fixtures in your homes”.)

1. Yes
2. No
3. Don’t Know
4. Refused

**[IF FR2 = 1, CONTINUE. OTHERWISE, SKIP TO FR3a.]**

**FR2a.**

Had you already decided to purchase CFLs or were you considering purchasing a different type of bulb?

1. Already decided to buy CFLs
2. Considering purchasing different type of bulb
3. (Other Specify) \_\_\_\_\_
4. Don’t Know
5. Refused

**[IF TOTAL\_DISCOUNTED = 1, CONTINUE. OTHERWISE, SKIP TO FR3b.]**

**FR3a.**

You stated earlier that you purchased one discounted CFL since January 2011. If the discounted CFL had cost \$1.50 more would you still have purchased it or would you have purchased an incandescent light bulb?

1. Yes – Still purchase a CFL
2. No – Incandescent light bulbs
3. Don’t Know
4. Refused

**[IF TOTAL\_DISCOUNTED > 1, CONTINUE. OTHERWISE, SKIP TO FR4.]**

**FR3b.**

You stated earlier that you purchased [TOTAL\_DISCOUNTED] discounted CFLs since January 2011. If the discounted CFLs had cost \$1.50 more per bulb, so a 4-pack of bulbs would have been \$6 more for the multipack, would you still have purchased the CFLs or would you have purchased incandescent light bulbs?

1. Yes – Still purchase CFLs
2. No – Incandescent light bulbs
3. Don’t Know
4. Refused

**[IF FR3a OR FR3b = 1, CONTINUE. OTHERWISE, SKIP TO FR8.]**

**FR4.**

Would you have purchased them ... (READ LIST)?

1. At the same time,
2. Within a few months,
3. Within a year, or
4. More than a year later,
5. (DO NOT READ) Don't Know
6. (DO NOT READ) Refused

**[IF TOTAL\_DISCOUNTED > 1, CONTINUE. OTHERWISE, SKIP TO FR7.]**

**FR5.**

Would you have purchased... (READ LIST)?

1. The same number of CFLs or
2. Fewer CFLs
3. (Other, Specify) \_\_\_\_\_
4. (DO NOT READ) Don't Know
5. (DO NOT READ) Refused

**[IF FR5 = 2, CONTINUE. OTHERWISE, SKIP TO FR7.]**

**FR6.**

How many do you think you would have purchased? (USE "98" FOR DON'T KNOW AND "99" FOR REFUSED.)

1. \_\_\_\_\_ **[DO NOT ALLOW A # GREATER THAN TOTAL\_DISCOUNTED]**
98. Don't Know
99. Refused

**[IF TOTAL\_DISCOUNTED = 1, FR7\_INSERT = "the CFL".]**

**[IF TOTAL\_DISCOUNTED > 1, FR7\_INSERT = "the same number of CFLs".]**

**FR7.**

On a 0 to 10 scale, with 0 being "not at all likely" and 10 being "very likely", how likely is it that you would have bought the **[FR7\_INSERT]** without the discount?

Not at all likely													Very likely	Don't know
0	1	2	3	4	5	6	7	8	9	10				11

**FR8.**

On a 0 to 10 scale, with 0 being “strongly disagree” and 10 being “strongly agree”, how much do you agree or disagree with the following statement?

(READ STATEMENT) “There may have been several reasons for my purchase decision. But the price discount was the largest factor in my decision to purchase the compact fluorescent light bulbs.” How much do you agree or disagree with that statement? (REPEAT SCALE IF NECESSARY)

Strongly disagree												Strongly agree	Don't know
0	1	2	3	4	5	6	7	8	9	10			11

**[IF FR1a = 1, CONTINUE. OTHERWISE, SKIP TO SO1.]**

**FR9.**

On a scale of 0 to 10, where 0 is “not an influence at all” and 10 is “a very strong influence”, how important would you say Progress Energy’s pamphlets and brochures explaining the benefits of CFLs were in your decision to purchase the compact fluorescent light bulbs?

Not an influence at all												A very strong influence	Don't know
0	1	2	3	4	5	6	7	8	9	10			11

**[IF FR3a OR FR3b = 1 AND (FR7 = 0,1 OR FR8 = 9,10), INC\_INSERT = “WOULD HAVE”. ASK FR10.]**

**[IF FR3a OR FR3b = 2 AND (FR7 = 9,10 OR FR8 = 0,1), INC\_INSERT = “WOULD NOT HAVE “. ASK FR10.]**

**[OTHERWISE, SKIP TO SO1.]**

**FR10.**

Let me make sure I understand. Earlier you said you [INC\_INSERT] purchased the CFLs even if they were \$1.50 more per bulb, but that differs from some your other responses. Please tell me in your own words what influence, if any, the price of the bulb(s) had on your decision to purchase the CFLs at the time you did. (RECORD VERBATIM. CLARIFY IF NECESSARY.)

\_\_\_\_\_ [Open-End]

**CONTINUE TO SO1.**

## 6. SECTION 6 PARTICIPANT SPILLOVER

[IF TOTAL\_DISCOUNTED > 0, CONTINUE. OTHERWISE, SKIP TO NS1.]

[IF PROGRESS\_DISCOUNTED > 0, PEC\_INSERT = "Progress Energy".]

**S01.**

In the time since you purchased the [PEC\_INSERT] discounted CFLs, have you purchased and installed any efficient lighting products (light bulbs or energy efficient fixtures) on your own at regular retail price, **without** any discounts, such as coupons and instant rebates?

1. Yes
2. No
3. Don't Know
4. Refused

[IF SO1 = 1, CONTINUE. OTHERWISE, SKIP TO DEMOGRAPHICS.]

**S01a.**

About how many CFLs did you purchase at regular retail price? (USE "98" FOR DON'T KNOW AND "99" FOR REFUSED.)

1. \_\_\_\_\_ Number  
98. Don't Know  
99. Refused

S02.

How much more would you estimate you paid for these bulbs compared to the discounted bulbs you bought previously? Would you guess you paid... (READ LIST)?

1. Less than \$1 per bulb
2. \$1 to \$2 more per bulb, or
3. Over \$2 more per bulb than what you paid with the discount.
4. (DO NOT READ) Don't Know
5. (DO NOT READ) Refused

**S03.**

On a scale from 0 to 10, with 0 indicating that you “strongly disagree” and 10 indicating that you “strongly agree”, please tell me how much you agree or disagree with the following statement.

(READ STATEMENT) “My experience with the [PEC\_INSERT] discounted CFLs influenced my decision to install more efficient lighting products on my own.”

How much do you agree or disagree with that statement? (REPEAT SCALE IF NECESSARY)

Strongly disagree										Strongly agree		Don't know
0	1	2	3	4	5	6	7	8	9	10	11	

**[IF S03 >= 5, CONTINUE. OTHERWISE, SKIP TO S05.]**

**S04.**

Can you tell me in what way your experience with the [PEC\_INSERT] discounted CFLs influenced your decision to install more efficient lighting products? [RECORD VERBATIM. CLARIFY IF NECESSARY.]

\_\_\_\_\_[Open-End]

**S05.**

Why did you purchase these lighting products at regular retail price and NOT at the discounted rate? (DO NOT READ LIST) (RECORD ALL MENTIONS)

1. The price discounts had ended, so I purchased the same lights at regular retail price
2. Although there were discounted CFLs available, the additional CFLs I purchased were not discounted
3. The price difference between discounted bulbs and non discounted bulbs wasn't great enough to matter to me
4. I bought the lighting at a store that did not have the price discounted bulbs
5. The price discounted CFLs had sold out
6. Other, Specify \_\_\_\_\_
7. Don't Know
8. Refused

7.

## SECTION 7 NONPARTICIPANT SPILLOVER

[ASKED OF THOSE THAT REPORTED PURCHASING BULBS, BUT NOT ONES DISCOUNTED, AND WERE AWARE OF PROGRESS ENERGY LIGHTING PROGRAM (CFL5 OR CFL6 = 1).]

[IF TOTAL\_BULBS > 0 AND TOTAL\_DISCOUNTED = 0 AND [CFL5 =1 OR CFL6 = 1], CONTINUE. OTHERWISE, SKIP TO DEMOGRAPHICS.]

**NS1.**

You mentioned that you had purchased [TOTAL\_BULBS] CFL bulbs and that none of these were discounted. On a scale from 0 to 10, with 0 indicating that you “strongly disagree”, and 10 indicating that you “strongly agree”, please tell me how much you agree or disagree with the following statement.

(READ STATEMETN) “Progress Energy’s discount lighting Program influenced my decision to install energy efficient lighting products in my home. “

How much do you agree or disagree with that statement? (REPEAT SCALE IF NECESSARY)

Strongly disagree												Strongly agree	Don't know
0	1	2	3	4	5	6	7	8	9	10		11	

[IF NS1 >= 5, CONTINUE. OTHERWISE, SKIP TO NS3.]

**NS2.**

Can you tell me in what way Progress Energy’s discount lighting Program influenced your decision to install energy efficient lighting products in your home? (RECORD VERBATIM. CLARIFY IF NECESSARY.)

\_\_\_\_\_[Open-End]

**NS3.**

Why did you purchase these lighting products at regular retail price and not at the discounted rate? (DO NOT READ LIST) [RECORD ALL MENTIONS]

1. The price discounts had ended, so I purchased the same lights at regular retail price
2. Although there were discounted CFLs available, the additional CFLs I purchased were not discounted.
3. The price difference between discounted bulbs and non discounted bulbs wasn’t great enough to matter to me.
4. I bought the lighting at a store that did not have the price discounted bulbs
5. The price discounted CFLs had sold out
6. Other, Specify \_\_\_\_\_
7. Don’t Know
8. Refused

## 8. SECTION 8 NON CFL PURCHASERS

[IF CFL2b = 1, 2 OR 3 AND TOTAL\_BULBS = 0, CONTINUE. OTHERWISE, SKIP TO DEMOGRAPHICS.]

### NCFL1.

Earlier you said you've heard of CFLs but you haven't purchased any since January 1, 2011. Did you ever purchase any CFLs before that time?

1. Yes
2. No
3. Don't Know
4. Refused

[IF NCFL1 = 1, CONTINUE. OTHERWISE, SKIP TO NCFL3.]

### NCFL2.

What was the reason you have not purchased any *additional* CFLs since January 2011? (DO NOT READ LIST) (RECORD ALL MENTIONS)

1. Didn't like the color
2. Too slow to come to full brightness
3. Not enough light
4. Burnt out
5. Didn't fit my lamps or fixtures
6. Didn't work in dimmable lights
7. Don't need them
8. (Other Specify) \_\_\_\_\_
9. Don't Know
10. Refused

[IF NCFL1 = 2, CONTINUE. OTHERWISE, SKIP TO NCFL4.]

### NCFL3.

Why have you not purchased any CFLs or high efficiency lighting products? (DO NOT READ LIST)

1. Too expensive
2. Unsure of quality
3. Waiting for discount/sale/coupon
4. Have not seen in stores
5. Do not like appearance
6. Waiting for current bulbs to burn out
7. Other, Specify: \_\_\_\_\_
8. Don't Know
9. Refused

**NCFL4.**

Where are you most likely to buy incandescent light bulbs? (READ LIST ONLY IF NECESSARY.)

**[PROGRAMMER: ALLOW UP TO 3 RESPONSES.]**

1. Grocery store or supermarket
2. Warehouse/Club store, such as Sam's Club or Costco
3. Home improvement store, such as Home Depot or Lowe's
4. Hardware store, such as TruValue, ACE Hardware
5. Mass merchandise or discount department store, such as a Wal-Mart, Kohls, K-Mart, or Target
6. Drugstore, such as Walgreen's or CVS
7. Convenience store, such as 7-Eleven
8. Specialty lighting or electrical store
9. Home furnishing store, such as a Bed, Bath, and Beyond, Linens and Things, or Pottery Barn
10. Mail order catalogs
11. Through the Internet
12. Bargain store, such as the Dollar Store or Family Dollar
13. Office supply store, such as Office Depot or Staples
14. Electronics store such as Best Buy
15. Other, Specify \_\_\_\_\_
16. Don't Know
17. Refused

## 9. SECTION 9 DEMOGRAPHICS

### AmD1.

"I have just a few questions left for statistical purposes only."

What type of home do you live in? Please stop me when I read the appropriate one.

Is it a ... (READ LIST)?

1. Single family detached (no common walls)
2. Single family attached, townhouse, or duplex
3. Apartment building with 2-4 units
4. Apartment building with 5 or more units
5. A mobile home or trailer
6. (Other, Specify) \_\_\_\_\_
7. (DO NOT READ) Don't Know
8. (DO NOT READ) Refused

### AmD2.

Approximately in what year was your home built? If unsure, as close to the year as you can say is okay.  
(PROGRAMMER: ALLOW A "DON'T KNOW/REFUSED" CHECK BOX.)

\_\_\_\_\_ ENTER YEAR

### AmD3.

Do you or members of your household own this home or do you rent?

1. Own
2. Rent
3. Occupied without payment of rent
4. Other
5. Don't Know
6. Refused

### AmD4.

Counting yourself, how many people live in your household year round? (USE "98" FOR DON'T KNOW AND "99" FOR REFUSED.)

1. [RECORD NUMBER PEOPLE]
98. Don't Know
99. Refused

**AmD5.**

Is your home... (READ LIST)?

1. All electric
2. Gas and electric
3. Some other combination of energy sources for heating and cooling.
4. (DO NOT READ) Don't Know
5. (DO NOT READ) Refused

**AmD6.**

Approximately how many square feet is your home? (READ LIST ONLY IF NECESSARY.)

1. Less than 1,400
2. 1,400 – 1,999
3. 2,000 – 2,499
4. 2,500 – 3,499
5. 3,500 – 3,999
6. 4,000 – 4,999
7. 5,000 or more
8. Don't Know (ASK AmD7)
9. Refused (ASK AmD7)

**-[IF AMD6 = 8 "DON'T KNOW" OR 9 "REFUSED", CONTINUE. OTHERWISE, SKIP TO AMD8.]**

**AmD7.**

How many rooms are in your home, not counting bathrooms?

- 1.1
- 2.2
- 3.3
- 4.4
- 5.5
- 6.6
- 7.7
- 8.8
- 9.9
- 10.10 or more
11. Don't Know
12. Refused

**AmD8.**

In what year were you born? [NUMERIC OPEN END]

**[PROGRAMMER: ALLOW A "REFUSED" CHECK BOX.]**

**Amd9.**

Do you consider yourself to be Hispanic, or Latino?

1. Yes
2. No
3. Don't Know
4. Refused

**[IF AMD9 = 2, CONTINUE. OTHERWISE, SKIP TO AMD10.]**

**Amd9a.**

Do you consider yourself to be . . . (READ LIST)?

[SELECT ONE RESPONSE ONLY. IF MIXED RACE OR MULTIPLE RACES, RECORD IN 'OTHER']

1. White or Caucasian
2. Black or African-American
3. American Indian
4. Pacific Islander
5. Asian (Chinese, Japanese, Indian, Malaysian, Vietnamese, Cambodian)
6. Other (Specify): \_\_\_\_\_
8. (DO NOT READ) Don't Know
9. (DO NOT READ) Refused

**AMD10.**

What is the highest level of education you have completed so far? (READ LIST ONLY IF NECESSARY.)

1. Less than 9th grade
2. 9th to 12th grade; Non-high school graduate
3. High school graduate or equivalent (e.g., GED)
4. Attended some college, no degree (includes junior/community college)
5. Associates degree
6. Bachelors degree
7. Graduate or Professional degree
8. (Other, Specify) \_\_\_\_\_
9. Don't Know
10. Refused

**Amd11.**

Which range best describes your total household income in 2010 before taxes? Please stop me when I read the appropriate range. (READ LIST)

1. Less than \$25,000
2. \$25,000 to less than \$50,000
3. \$50,000 to less than \$75,000
4. \$75,000 to less than \$100,000
5. \$100,000 to less than \$150,000
6. \$150,000 or more
7. (DO NOT READ) Don't Know
8. (DO NOT READ) Refused

## 10. SECTION 11 RECRUITMENT FOR ON-SITE SURVEY AND LOGGER ST

### RECRUIT FOR ON-SITE SURVEY

#### **R1. We're at the end and I want to ask your help for one more part of this study.**

We are offering people \$50 to allow a trained technician to visit their home to observe current in-home lighting. The visit should take about an hour, during which time a technician will gather information on the lighting products used in your home to better understand how Progress Energy can serve its customers. I'm only asking you to agree to be contacted to set up an appointment to visit your home. You are under no obligation. There will be no attempt to sell you anything before, during or after the visit. Would you be interested in being a part of this study?

- |               |                     |
|---------------|---------------------|
| 1. Yes        | [Continue on to R3] |
| 2. No         | [SKIP TO END1]      |
| 3. Don't Know | [Continue on to R2] |
| 4. Refused    | [SKIP TO END1]      |

**-[IF R1 = 3, CONTINUE. OTHERWISE, SKIP TO R3.]**

#### **R2.**

That's okay, you do not have to decide now. Would it be OK if I take your name and have someone call you when we are scheduling these visits?

- |               |                |
|---------------|----------------|
| 1. Yes        | [SKIP TO R5]   |
| 2. No         | [SKIP TO END1] |
| 3. Don't Know | [SKIP TO END1] |
| 4. Refused    | [SKIP TO END1] |

#### **R3.**

Great! We just need to confirm that we have your name and the correct address for your residence.

**(INTERVIEWER: READ NAME (if present), ADDRESS, CITY, STATE AND ZIPCODE TO RESPONDENT.**

**IF A DIFFERENT NAME AND ADDRESS ARE GIVEN BY THE RESPONDENT, CHANGE NAME AND ADDRESS ACCORDINGLY.)**

**(IF RESPONDENT SAYS "PROGRESS ALREADY HAS THAT INFORMATION", SAY: We just need to confirm that information for our records.)**

Name: [INSERT NAME FROM SAMPLE]

Address: [INSERT ADDRESS FROM SAMPLE]

City: [INSERT CITY FROM SAMPLE]

State: [INSERT STATE FROM SAMPLE]

Zipcode: [INSERT ZIPCODE FROM SAMPLE]

**[SKIP TO R6]**

[NO QUESTION R4]

**R5.**

And what is your name?

[PROGRAMMER: ALLOW A "REFUSED" CHECK BOX.]

1. [ENTER NAME]

**R6.**

Is this the best number to reach you at? [DISPLAY RESPONDENT TELEPHONE NUMBER FROM SAMPLE.]

1. Yes
2. No
9. Refused

[IF R6=2, ASK R7. OTHERWISE, SKIP TO END2.]

**R7.**

What would be a better number?

(PROGRAMMER: ALLOW A "REFUSED" CHECK BOX.)

1. [ENTER BEST NUMBER TO REACH PERSON]

**END1.**

That is all of the questions I have for you today. Thank you very much for your time.

**END2.**

That is all of the questions I have for you today. We will be scheduling these visits in the next few weeks and will call you then. Thank you very much for your time.

## **Appendix B-5: In-Home Audit Form**

## Progress Energy In-Home Audit Form

### Section 1. Background Information

Customer Name			In-Home Contact	
Sample Customer ID			Field Representative	
Main Phone				
Alternate Phone				
Site Address				
Site City			Date	Time
Site State	<i>Drop down for State: NC, SC only</i>		Scheduled Appointment	(drop down of times from 7:00am to 7:00pm)
Site Zip Code			Actual Arrival	(drop down of times from 7:00am to 7:00pm)
Region Name	<i>Drop down: Eastern, Northern, Southern, Western</i>			
			Actual Departure	(drop down of times from 7:00am to 7:00pm)

Additional Notes:

## Section 2. Installed Lighting Inventory (Enter as many rows as needed per site)

[PROGRAMMER: ADD “TAP HERE TO ADD A NEW ROW” BUTTON TO ABOVE TABLE LIST]

[PROGRAMMER: IF BULB SHAPE=9 (TUBE), AUTOFILL SOCKET TYPE=3 (PIN-BASED)]

Room Type	Room #	All Bulbs								CFL Only	Notes
		Fixture Group #	Fixture Type	Number of Sockets	Bulb Type	# of Working Bulbs	Bulb Shape	Socket Type	Control Type	When Obtained	
1= Basement 2=Bathroom 3=Bedroom 4=Dining 5=Exterior 6=Foyer/Hallway 7=Garage 8=Kitchen 9=Laundry 10=Living space (family/living room) 11=Office 13=Closet 12=Other [specify]	#	#	C=Ceiling-mounted L=Floor/table lamp T=Torchiere W=Wall-mounted R=Recessed S=Suspended F=Ceiling Fan K=Track Lighting HW=Hard Wired PI=Plug-in G=Garage Door U=Under counter O=Other (describe)	#	1=Incandescent 2=CFL 3=Fluorescent 4=LED 5=Halogen 6=Other [Specify] 7=Empty	#	1=Standard/Pear 2=Twist/Spiral 3=Globe 4=A lamp 5=Bullet/Torpedo 6=Bug light 7=Spot/Reflector/Flood 8=Circline 9=Tube 10=Other, specify 99=Can't Assess	1=Standard screw-based 2=Candelabra 3=Pin-based 4=Other, Specify	1=On-Off 2=Dimmable 3=3-Way 4=Motion Sensor 5=Other, specify 99=Can't Assess	1=Jan 2011 or sooner 2=Prior to Jan 2011 8=DK	REF=Homeowner refusal to access

CHANGE ORDER OF BULB TYPE &amp; # OF WORKING BULBS SO BULB TYPE IS FIRST.

[BEGINNING WITH SECOND ROW ADDED: IF ROOM TYPE&ROOM # COMBINATION = ANY PREVIOUS ROW, THEN AUTOPOPULATE FIXTURE NUMBER TO BE +1 HIGHER THAN PREVIOUS FIXTURE NUMBER ... ie, IF ROOM TYPE 1(BASEMENT)&ROOM#1, THEN FIRST ROW ENTERED FOR THIS COMBINATION WILL AUTOPOPULATE FIXTURE # TO BE “1” ... IF ROOM TYPE 1(BASEMENT)&ROOM#2, THEN SECOND ROW ENTERED FOR THIS COMBINATION WILL AUTOPOPULATE FIXTURE # TO BE “2” ...]

[FOR SECTION 2:  
IN “ADD ROW” POP-UP SCREEN, ACCOMMODATE MULTIPLE BULB TYPES AND BULB SHAPES:

Bulb Type 1 (Drop Down)
# of Working Type 1 Bulbs
Bulb Type 1 Shape (Drop down)
Bulb Type 2 (Drop Down)
# of Working Type 2 Bulbs
Bulb Type 2 Shape (Drop down)
Bulb Type 3 (Drop Down)
# of Working Type 3 Bulbs
Bulb Type 3 Shape (Drop down)

]

**Section 3. Lighting In Storage (Enter as many rows as needed per site)****[PROGRAMMER: ADD "TAP HERE TO ADD A NEW ROW" BUTTON TO ABOVE TABLE LIST]****[PROGRAMMER: IF BULB SHAPE=9 (TUBE), AUTOFILL SOCKET TYPE=3 (PIN-BASED)]**

# of Bulbs	Bulb Type	Bulb Shape	Socket Type	When Obtained	Notes
# of Bulbs	1=Incandescent 2=CFL 3=Fluorescent 4=LED 5=Halogen 6=Other [Specify] 7=Empty	1=Standard/Pear 2=Twist/Spiral 3=Globe 4=A lamp 5=Bullet/Torpedo 6=Bug light 7=Spot/Reflector/ Flood 8=Circline 9=Tube 10=Other, specify 11=Can't assess	1=Standard screw-based 2=Candelabra 3=Pin-based 4=Other, Specify	1=Jan 2011 or more recently 2=Prior to Jan 2011 8=DK	REF=Homeowner refusal to access

## Section 4. Additional Questions

**Saturation** [ASK IF AT LEAST ONE CFL IS INSTALLED, BUT NOT ALL SOCKETS HAVE CFLS.]

ASK SA1 IF IN SECTION 2 BULB TYPE=CFL AT LEAST ONCE AND # OF WORKING BULBS WHERE BULB TYPE=CFL FOR ALL ROWS > TOTAL NUMBER OF SOCKETS FOR ALL ROWS. OTHERWISE SKIP TO INSTRUCTIONS BEFORE ST1. NEED TO ENSURE THIS NOW WORKS WITH NEW BULB TYPE 1, TYPE 2, ETC.]

SA1. Why haven't you installed CFLs in more of the sockets in your home? [ENTER ALL THAT APPLY]

1. Waiting for bulbs to burn out
2. Don't like CFLs on certain fixtures
3. Fixtures have dimmers so CFLs don't work
4. Other (Specify:\_\_\_\_\_)
5. No additional sockets
8. Don't Know

**Storage** [ASK IF 1 OR MORE CFL BULBS IN STORAGE]

ST1. Why haven't you installed the CFL bulbs you have in storage? [ENTER ALL THAT APPLY]

1. Waiting until a bulb burns out before replacing it
2. Do not like the bulbs
3. Other (Specify:\_\_\_\_\_)
4. No additional sockets
8. Don't Know

**Baseline Watts** [ASK ONLY OF RESPONDENTS THAT HAVE ONE OR MORE CFLS INSTALLED OR IN STORAGE; IF NO CFLS SKIP TO END OF SURVEY.]

[IF BULB TYPE IN SECTION 2=CFL OR BULB TYPE IN SECTION 3=CFL, ASK W1. OTHERWISE SKIP TO END OF SURVEY. NEED TO ENSURE THIS NOW WORKS WITH NEW BULB TYPE 1, TYPE 2, ETC.]

W1. When you purchased the CFLs for your home, which was most important to you: the CFL wattage, the equivalent incandescent wattage, or the lumen output? [If necessary, explain that a CFL might be 15 watts, but the packaging might show it as a 60 watt replacement with a lumen output of 1,000]. [SELECT ONLY ONE; IF RESPONDENT SAYS MORE THAN ONE ASK WHICH FACTOR IS MOST IMPORTANT]

1. CFL Wattage
2. Equivalent incandescent wattage
3. Lumen output
4. Other [Specify:\_\_\_\_\_]
8. Don't Know

W2. In general, do you feel the incandescent equivalent wattage printed on a CFL package gives an accurate assessment of the brightness you can expect from the CFL?

1. Yes [SKIP TO W4b]

- 2. No
- 8. Don't Know

W3. Do you feel the CFLs are generally brighter or dimmer than the equivalency suggests?

- 1. Brighter
- 2. Dimmer
- 8. Don't Know [SKIP TO W4b]

[IF W3=1 OR W3=2 ASK W4a; OTHERWISE ASK W4b]

W4a. Do any of the CFLs you purchased in your home have a [W3=2 “higher”; W3=1 “lower”] wattage rating compared to the incandescent that it replaced to make up for this difference?

- 1. Yes [ASK W5]
- 2. No [SKIP TO W6]
- 8. Don't Know [SKIP TO W6]

W4b. Do any of the CFLs you purchased in your home have a higher or lower wattage rating compared to the incandescent that it replaced?

- 1. Yes [ASK W5]
- 2. No [SKIP TO W6]
- 8. Don't Know [SKIP TO W6]

W5. Which bulbs? [PROBE FOR WHERE INSTALLED, NUMBER OF BULBS, AND BASELINE VS. INSTALLED AND WATTAGE. RECORD ADDITIONAL HIGHER/LOWER WATTAGE COMMENTS AS NECESSARY.]

**[PROGRAMMER: ADD “TAP HERE TO ADD A NEW ROW” BUTTON TO ABOVE TABLE LIST]**

Where Installed	# of Bulbs			
		Baseline (Incandescent) Wattage	Installed CFL EQUIVALENT Wattage	Additional Comments for: other higher/lower wattage
1= Basement 2=Bathroom 3=Bedroom 4=Dining 5=Exterior 6=Foyer/Hallway 7=Garage 8=Kitchen 9=Laundry 10=Living space (family/living room) 11=Office 13=Closet 12=Other [specify]	#	Dropdown for: 25, 40, 50, 60, 75, 100, 125	Dropdown for: 25, 40, 50, 60, 75, 100, 125	

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W6.

(RECORD ADDITIONAL COMMENTS ABOUT THE PERFORMED  
AUDIT AS NECESSARY)

W7.

Actual Departure	(drop down of dates)	(drop down of times from 7:00am to 7:00pm)
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## **Appendix C-1: Intercept Survey Results**

Table Page  
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1	1	TABLE 1 STORE NAME
2	2	TABLE 2 REGION
3	3	TABLE 3 GENDER
4	4	TABLE 4 BULB QTY
5	5	TABLE 5 NUMBER OF PACKS
6	6	TABLE 6 TOTAL BULBS COUNT
7	8	TABLE 7 TOTAL PROGRAM BULBS
8	10	TABLE 8 Q.C1: PROGRAM OR NON-PROGRAMS BULBS
9	11	TABLE 9 Q.OC1: KNOW THAT THIS STORE IS SELLING CFLS THAT ARE DISCOUNTED THROUGH A PROGRAM BY PROGRESS ENERGY Base: No program CFLs
10	12	TABLE 10 Q.OC2: HOW FIRST FOUND OUT ABOUT THE PEC DISCOUNTS ON CFLS Base: No program CFLs and aware that store is selling discounted CFLs
11	13	TABLE 11 Q.OC3: WHY CHOOSE NON-DISCOUNTED CFLS OVER DISCOUNTED ONES Base: No program CFLs
12	15	TABLE 12 Q.PC1: KNOW THAT SOME OF THE CFLS ARE DISCOUNTED Base: At least one program CFL
13	16	TABLE 13 Q.PC2: KNOW THAT THE LOW PRICE ON SOME OF THE BULBS IS PROVIDED BY PROGRESS ENERGY Base: At least one program CFL and aware some of their CFLs are discounted
14	17	TABLE 14 Q.PC2A: DOES PROGRESS ENERGY SUPPLY HOME WITH ELECTRICITY Base: At least one program CFL and aware some of their CFLs are discounted
15	18	TABLE 15 Q.PC2B: WHAT COMPANY SUPPLIES HOME WITH ELECTRICITY Base: Progress Energy does not supply home with electricity
16	19	TABLE 16 Q.PC3: HOW FIRST FOUND OUT ABOUT PROGRESS ENERGY DISCOUNTS Base: At least one program CFL and aware some of their CFLs are discounted
17	20	TABLE 17 Q.PC3A: ARE ANY OF THE CFLS PURCHASED TODAY INTENEDED FOR USE IN A BUSINESS OUTSIDE YOUR HOME OR A VACATION HOME Base: At least one program CFL and aware some of their CFLs are discounted
18	21	TABLE 18 Q.PC3B: NUMBER OF CFLS PURCHASED TODAY ARE INTENDED FOR BUSINESS USE Base: CFLs purchased today are intended for business use

T A B L E O F C O N T E N T S  
=====

Table Page  
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19	22	TABLE 19 Q.PC3C: ZIP CODE OF BUSINESS WHERE THE BULBS WILL BE INSTALLED Base: CFLs purchased today are intended for business use
20	23	TABLE 20 Q.PC3D: ZIP CODE OF VACATION HOME OR OTHER LOCATION WHERE THE BULBS WILL BE INSTALLED Base: CFLs purchased today are intended for vacation home or other location
21	24	TABLE 21 Q.PC3E: IN WHICH ROOMS OF YOUR HOME DO YOU EXPECT TO USE THE CFLS PURCHASED TODAY Base: CFLs purchased today are intended for business, vacation home or other location
22	25	TABLE 22 Q.PC4: DID YOU COME INTO THE STORE TODAY SPECIFICALLY TO BUY PROGRESS ENERGY DISCOUNTED CFLS Base: At least one program CFL and aware some of their CFLs are discounted
23	26	TABLE 23 Q.PC5A: BOUGHT MORE, FEWER OR THE SAME NUMBER OF CFLS IF THERE WERE NO PROGRESS ENERGY DISCOUNT Base: At least one program CFL
24	27	TABLE 24 Q.PC5AA: HOW MANY MORE Base: Would have bought more CFLs if there were no Progress Energy discount
25	28	TABLE 25 Q.PC5AA: HOW MANY FEWER Base: Would have bought fewer CFLs if there were no Progress Energy discount
26	29	TABLE 26 Q.PC5AB: IF THE PROGRESS ENERGY DISCOUNT WAS NOT AVAILABLE, HOW MANY CFLS WOULD YOU HAVE BOUGHT Base: At least one program CFL
27	30	TABLE 27 Q.PC5B: IF THE PROGRESS ENERGY DISCOUNT WAS NOT AVAILABLE, WHEN WOULD YOU PURCHASE CFLS Base: At least one program CFL
28	31	TABLE 28 Q.PC6: HOW MANY INCANDESCENT BULBS WOULD YOU HAVE BOUGHT IF CFLS WEREN'T DISCOUNTED Base: At least one program CFL
29	32	TABLE 29 Q.PC7: BEFORE TODAY, HAVE YOU HEARD OR SEEN ANY INFORMATION ABOUT CFLS COMING FROM PROGRESS ENERGY
30	33	TABLE 30 Q.PC8: HOW INFLUENTIAL WAS THE PROGRESS ENERGY INFORMATION IN DECISION TO BUY CFLS TODAY Base: Have heard or seen any information about cfls coming from Progress Energy

TABLE 1

	STORE NAME					One	No
	Total	Northern	Eastern	Western	Southern	Program	Program
	A	B	C	D	E	CFL	CFLs
	F					F	G
	=====	=====	=====	=====	=====	=====	=====
Total Respondents	250	63	64	62	61	181	69
Total Answering	250	63	64	62	61	181	69
Home Depot	106	41	34	-	31	67	39
	42.40	65.08	53.13		50.82	37.02	56.52
Lowe's Home Improvement	134	21	21	62	30	104	30
	53.60	33.33	32.81	100.00	49.18	57.46	43.48
Wal-Mart	9	-	9	-	-	9	-
	3.60		14.06			4.97	
Harris Teeter	1	1	-	-	-	1	-
	0.40	1.59				0.55	

TABLE 2

	REGION					One	No
	Total	Northern	Eastern	Western	Southern	Program	Program
	A	B	C	D	E	CFL	CFLs
	F	G					
	=====	=====	=====	=====	=====	=====	=====
Total Respondents	250	63	64	62	61	181	69
Total Answering	250	63	64	62	61	181	69
Northern	63	63	-	-	-	49	14
	25.20	100.00				27.07	20.29
Eastern	64	-	64	-	-	49	15
	25.60		100.00			27.07	21.74
Western	62	-	-	62	-	47	15
	24.80			100.00		25.97	21.74
Southern	61	-	-	-	61	36	25
	24.40				100.00	19.89	36.23

TABLE 3

	GENDER						
	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total Respondents	250	63	64	62	61	181	69
Total Answering	250	63	64	62	61	181	69
Male	135	42	33	29	31	97	38
	54.00	66.67	51.56	46.77	50.82	53.59	55.07
Female	115	21	31	33	30	84	31
	46.00	33.33	48.44	53.23	49.18	46.41	44.93

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 4

	BULB QTY						
	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total Respondents	250	63	64	62	61	181	69
Total Answering	250	63	64	62	61	181	69
0	3 1.20	-	-	2 3.23	1 1.64	-	3 4.35
1	62 24.80	13 20.63	14 21.88	20 32.26	15 24.59	27 14.92	35 50.72
2	69 27.60	15 23.81	27 42.19	13 20.97	14 22.95	60 33.15	9 13.04
3	11 4.40	5 7.94	3 4.69	2 3.23	1 1.64	7 3.87	4 5.80
4	70 28.00	20 31.75	14 21.88	16 25.81	20 32.79	64 35.36	6 8.70
5	2 0.80	1 1.59	-	-	1 1.64	2 1.10	-
6	15 6.00	1 1.59	2 3.13	9 14.52	3 4.92	6 3.31	9 13.04
8	7 2.80	3 4.76	2 3.13	-	2 3.28	5 2.76	2 2.90
Over 10	11 4.40	5 7.94	2 3.13	-	4 6.56	10 5.52	1 1.45
MEAN	3.36	4.08	2.95	2.74	3.69	3.64	2.65
STD DEV	3.29	4.33	2.57	1.83	3.74	3.25	3.31
STD ERROR	0.208	0.546	0.321	0.232	0.479	0.241	0.399
MEDIAN	2	3	2	2	3	3	1

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 5

	NUMBER OF PACKS						
	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total Respondents	250	63	64	62	61	181	69
Total Answering	250	63	64	62	61	181	69
0	3 1.20	-	-	2 3.23	1 1.64	-	3 4.35
1	132 52.80	27 42.86	39 60.94	36 58.06	30 49.18	104 57.46	28 40.58
2	64 25.60	25 39.68	10 15.63	14 22.58	15 24.59	46 25.41	18 26.09
3	10 4.00	5 7.94	1 1.56	-	4 6.56	4 2.21	6 8.70
4	21 8.40	4 6.35	8 12.50	3 4.84	6 9.84	13 7.18	8 11.59
5	7 2.80	1 1.59	2 3.13	-	4 6.56	6 3.31	1 1.45
6	10 4.00	-	3 4.69	6 9.68	1 1.64	6 3.31	4 5.80
9	1 0.40	-	-	1 1.61	-	-	1 1.45
Over 10	2 0.80	1 1.59	1 1.56	-	-	2 1.10	-
MEAN	2.04	2.14	2.08	1.95	2.00	1.98	2.20
STD DEV	1.99	2.71	1.86	1.81	1.38	2.10	1.70
STD ERROR	0.126	0.342	0.233	0.230	0.176	0.156	0.205
MEDIAN	1	2	1	1	1	1	2

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 6

TOTAL BULBS COUNT							
	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total Respondents	250	63	64	62	61	181	69
Total Answering	250	63	64	62	61	181	69
0	3 1.20	-	-	2 3.23	1 1.64	-	3 4.35
1	21 8.40	8 12.70	5 7.81	6 9.68	2 3.28	10 5.52	11 15.94
2	69 27.60	11 17.46	23 35.94	15 24.19	20 32.79	50 27.62	19 27.54
3	6 2.40	2 3.17	3 4.69	1 1.61	-	4 2.21	2 2.90
4	78 31.20	23 36.51	17 26.56	21 33.87	17 27.87	67 37.02	11 15.94
6	25 10.00	-	5 7.81	15 24.19	5 8.20	13 7.18	12 17.39
7	1 0.40	1 1.59	-	-	-	1 0.55	-
8	20 8.00	9 14.29	4 6.25	1 1.61	6 9.84	16 8.84	4 5.80
9	2 0.80	2 3.17	-	-	-	1 0.55	1 1.45
10	1 0.40	1 1.59	-	-	-	1 0.55	-
11-15	9 3.60	2 3.17	2 3.13	-	5 8.20	6 3.31	3 4.35
16-20	9 3.60	1 1.59	4 6.25	-	4 6.56	8 4.42	1 1.45
Over 20	6 2.40	3 4.76	1 1.56	1 1.61	1 1.64	4 2.21	2 2.90

TABLE 6

TOTAL BULBS COUNT						
	Total	Northern	Eastern	Western	Southern	No Program CFLs
	A	B	C	D	E	F
	=====	=====	=====	=====	=====	=====
MEAN	5.58	6.75	5.47	4.44	5.67	5.82
STD DEV	8.54	11.83	8.91	6.67	5.19	9.00
STD ERROR	0.540	1.490	1.113	0.847	0.664	0.669
MEDIAN	4	4	4	4	4	3

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 7

## TOTAL PROGRAM BULBS

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total Respondents	250	63	64	62	61	181	69
Total Answering	250	63	64	62	61	181	69
0	69 27.60	14 22.22	15 23.44	15 24.19	25 40.98	-	69 100.00
1	10 4.00	2 3.17	3 4.69	5 8.06	-	10 5.52	-
2	53 21.20	8 12.70	24 37.50	10 16.13	11 18.03	53 29.28	-
3	3 1.20	1 1.59	1 1.56	1 1.61	-	3 1.66	-
4	69 27.60	22 34.92	13 20.31	20 32.26	14 22.95	69 38.12	-
6	12 4.80	-	-	10 16.13	2 3.28	12 6.63	-
8	14 5.60	8 12.70	2 3.13	1 1.61	3 4.92	14 7.73	-
9	1 0.40	1 1.59	-	-	-	1 0.55	-
10	1 0.40	1 1.59	-	-	-	1 0.55	-
12	4 1.60	1 1.59	1 1.56	-	2 3.28	4 2.21	-
14	2 0.80	1 1.59	-	-	1 1.64	2 1.10	-
16	5 2.00	1 1.59	3 4.69	-	1 1.64	5 2.76	-
20	3 1.20	-	1 1.56	-	2 3.28	3 1.66	-

Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 7

TOTAL PROGRAM BULBS							
	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
24	1	1	-	-	-	1	-
	0.40	1.59				0.55	
36	2	1	1	-	-	2	-
	0.80	1.59	1.56			1.10	
88	1	1	-	-	-	1	-
	0.40	1.59				0.55	
MEAN	4.02	6.06	3.72	2.84	3.41	5.55	0.00
STD DEV	7.28	12.04	5.86	2.21	4.77	8.05	-
STD ERROR	0.460	1.517	0.733	0.281	0.610	0.598	-
MEDIAN	2	4	2	3	2	4	0

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 8

## Q.C1: PROGRAM OR NON-PROGRAMS BULBS

	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total Respondents	250	63	64	62	61	181	69
Total Answering	250	63	64	62	61	181	69
At least ONE Program CFL	181	49	49	47	36	181	-
	72.40	77.78	76.56	75.81	59.02	100.00	
No Program CFLs	69	14	15	15	25	-	69
	27.60	22.22	23.44	24.19	40.98		100.00

Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 9

Q.OC1: KNOW THAT THIS STORE IS SELLING CFLS THAT ARE DISCOUNTED THROUGH A PROGRAM BY PROGRESS ENERGY

Base: No program CFLs

	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total	69	14	15	15	25	-	69
Total Answering	69	14	15	15	25	-	69
Yes	35	5	11	8	11	-	35
	50.72	35.71	73.33	53.33	44.00		50.72
No	34	9	4	7	14	-	34
	49.28	64.29	26.67	46.67	56.00		49.28
Don't know	-	-	-	-	-	-	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 10

Q.OC2: HOW FIRST FOUND OUT ABOUT THE PEC DISCOUNTS ON CFLS

Base: No program CFLs and aware that store is selling discounted CFLs

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	35	5	11	8	11	-	35
Total Answering	35	5	11	8	11	-	35
Saw marketing materials in store	12 34.29	3 60.00	3 27.27	3 37.50	3 27.27	-	12 34.29
From PEC (bill, mailing, web, etc.)	8 22.86	1 20.00	5 45.45	2 25.00	-	-	8 22.86
Saw or heard ad on TV/radio	5 14.29	1 20.00	1 9.09	-	3 27.27	-	5 14.29
Store employee pointed out bulbs	5 14.29	-	-	1 12.50	4 36.36	-	5 14.29
Saw retail lighting demonstration	1 2.86	-	-	-	1 9.09	-	1 2.86
Don't know/remember	4 11.43	-	2 18.18	2 25.00	-	-	4 11.43

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 11

## Q.OC3: WHY CHOOSE NON-DISCOUNTED CFLS OVER DISCOUNTED ONES

Base: No program CFLs

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	69	14	15	15	25	-	69
Total Answering	68	13	15	15	25	-	68
Prefer this brand/manufacture	12 17.65	4 30.77	1 6.67	5 33.33	2 8.00	-	12 17.65
Prior experience with this model	8 11.76	3 23.08	2 13.33	1 6.67	2 8.00	-	8 11.76
No discounted CFLs in this wattage	19 27.94	4 30.77	3 20.00	3 20.00	9 36.00	-	19 27.94
Didn't want to buy a multi-pack	2 2.94	-	-	1 6.67	1 4.00	-	2 2.94
Full-price CFLs are higher quality	1 1.47	-	-	-	1 4.00	-	1 1.47
Didn't know about the discount	2 2.94	1 7.69	-	1 6.67	-	-	2 2.94
Prefer this color of light (temp)	10 14.71	2 15.38	3 20.00	1 6.67	4 16.00	-	10 14.71
3-way	2 2.94	1 7.69	1 6.67	-	-	-	2 2.94
Yellow bug light	1 1.47	1 7.69	-	-	-	-	1 1.47
Wanted instant on bulbs	1 1.47	1 7.69	-	-	-	-	1 1.47
Got bad bulbs, had to replace too soon	1 1.47	-	1 6.67	-	-	-	1 1.47
Purchased after promo info given	2 2.94	-	-	-	2 8.00	-	2 2.94
Sale / Price	2 2.94	-	1 6.67	-	1 4.00	-	2 2.94

TABLE 11

## Q.OC3: WHY CHOOSE NON-DISCOUNTED CFLS OVER DISCOUNTED ONES

Base: No program CFLs

	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Decorative / Clear	2	-	-	-	2	-	2
	2.94				8.00		2.94
LED light	1	-	-	-	1	-	1
	1.47				4.00		1.47
Other mentions	8	2	2	1	3	-	8
	11.76	15.38	13.33	6.67	12.00		11.76
Don't know/remember	3	-	1	1	1	-	3
	4.41		6.67	6.67	4.00		4.41
No answer	1	1	-	-	-	-	1

TABLE 12

Q.PC1: KNOW THAT SOME OF THE CFLS ARE DISCOUNTED

Base: At least one program CFL

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	181	49	49	47	36	181	-
Total Answering	181	49	49	47	36	181	-
Yes	101 55.80	15 30.61	47 95.92	18 38.30	21 58.33	101 55.80	-
No	75 41.44	31 63.27	2 4.08	28 59.57	14 38.89	75 41.44	-
Don't know	5 2.76	3 6.12	-	1 2.13	1 2.78	5 2.76	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 13

Q.PC2: KNOW THAT THE LOW PRICE ON SOME OF THE BULBS IS PROVIDED BY PROGRESS ENERGY

Base: At least one program CFL and aware some of their CFLs are discounted

	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total	101	15	47	18	21	101	-
Total Answering	101	15	47	18	21	101	-
Yes	67	11	23	15	18	67	-
	66.34	73.33	48.94	83.33	85.71	66.34	
No	33	3	24	3	3	33	-
	32.67	20.00	51.06	16.67	14.29	32.67	
Don't know	1	1	-	-	-	1	-
	0.99	6.67				0.99	

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 14

## Q.PC2A: DOES PROGRESS ENERGY SUPPLY HOME WITH ELECTRICITY

Base: At least one program CFL and aware some of their CFLs are discounted

	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total	101	15	47	18	21	101	-
Total Answering	101	15	47	18	21	101	-
Yes	84	13	41	15	15	84	-
	83.17	86.67	87.23	83.33	71.43	83.17	
No	15	2	6	2	5	15	-
	14.85	13.33	12.77	11.11	23.81	14.85	
Don't know	2	-	-	1	1	2	-
	1.98			5.56	4.76	1.98	

Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 15

## Q.PC2B: WHAT COMPANY SUPPLIES HOME WITH ELECTRICITY

Base: Progress Energy does not supply home with electricity

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	15	2	6	2	5	15	-
Total Answering	15	2	6	2	5	15	-
Duke	2 13.33	2 100.00	-	-	-	2 13.33	-
Brunswick	3 20.00	-	3 50.00	-	-	3 20.00	-
Haywood EMC	2 13.33	-	-	2 100.00	-	2 13.33	-
PeeDee Electric	2 13.33	-	-	-	2 40.00	2 13.33	-
Four County	3 20.00	-	3 50.00	-	-	3 20.00	-
Santee Electric	2 13.33	-	-	-	2 40.00	2 13.33	-
Other	1 6.67	-	-	-	1 20.00	1 6.67	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 16

## Q.PC3: HOW FIRST FOUND OUT ABOUT PROGRESS ENERGY DISCOUNTS

Base: At least one program CFL and aware some of their CFLs are discounted

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	101	15	47	18	21	101	-
Total Answering	101	15	47	18	21	101	-
Saw marketing materials in store	32 31.68	8 53.33	8 17.02	7 38.89	9 42.86	32 31.68	-
From PEC (bill, mailing, web, etc.)	14 13.86	1 6.67	6 12.77	6 33.33	1 4.76	14 13.86	-
Saw or heard ad on TV/radio	7 6.93	-	4 8.51	1 5.56	2 9.52	7 6.93	-
Store employee pointed out bulbs	10 9.90	-	4 8.51	-	6 28.57	10 9.90	-
Saw retail lighting demonstration	2 1.98	1 6.67	1 2.13	-	-	2 1.98	-
Family / Friend / Acquaintance	4 3.96	2 13.33	1 2.13	-	1 4.76	4 3.96	-
Other	4 3.96	2 13.33	1 2.13	-	1 4.76	4 3.96	-
Don't know/don't remember	28 27.72	1 6.67	22 46.81	4 22.22	1 4.76	28 27.72	-

TABLE 17

Q.PC3A: ARE ANY OF THE CFLS PURCHASED TODAY INTENEDED FOR USE IN A BUSINESS OUTSIDE YOUR HOME OR A VACATION HOME

Base: At least one program CFL and aware some of their CFLs are discounted

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	101	15	47	18	21	101	-
Total Answering	101	15	47	18	21	101	-
Yes, a business outside my home	7 6.93	2 13.33	1 2.13	4 22.22	-	7 6.93	-
Yes for a vacation home	4 3.96	-	3 6.38	-	1 4.76	4 3.96	-
Other location	1 0.99	-	1 2.13	-	-	1 0.99	-
No	86 85.15	13 86.67	40 85.11	13 72.22	20 95.24	86 85.15	-
Don't know	3 2.97	-	2 4.26	1 5.56	-	3 2.97	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 18

Q.PC3B: NUMBER OF CFLS PURCHASED TODAY ARE INTENDED FOR BUSINESS USE

Base: CFLs purchased today are intended for business use

	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total	7	2	1	4	-	7	-
Total Answering	7	2	1	4	-	7	-
1	1 14.29	-	-	1 25.00	-	1 14.29	-
2	1 14.29	-	-	1 25.00	-	1 14.29	-
4	1 14.29	1 50.00	-	-	-	1 14.29	-
6	2 28.57	-	-	2 50.00	-	2 28.57	-
36	1 14.29	1 50.00	-	-	-	1 14.29	-
Don't know	1 14.29	-	1 100.00	-	-	1 14.29	-
MEAN	9.17	20.00	-	3.75	-	9.17	-
STD DEV	13.30	22.63	-	2.63	-	13.30	-
STD ERROR	5.431	16.000	-	1.315	-	5.431	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 19

Q.PC3C: ZIP CODE OF BUSINESS WHERE THE BULBS WILL BE INSTALLED

Base: CFLs purchased today are intended for business use

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	7	2	1	4	-	7	-
Total Answering	7	2	1	4	-	7	-
27604	1 14.29	1 50.00	-	-	-	1 14.29	-
27613	1 14.29	1 50.00	-	-	-	1 14.29	-
28786	1 14.29	-	-	1 25.00	-	1 14.29	-
28804	2 28.57	-	-	2 50.00	-	2 28.57	-
28805	1 14.29	-	-	1 25.00	-	1 14.29	-
Don't know	1 14.29	-	1 100.00	-	-	1 14.29	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 20

Q.PC3D: ZIP CODE OF VACATION HOME OR OTHER LOCATION WHERE THE BULBS WILL BE INSTALLED

Base: CFLs purchased today are intended for vacation home or other location

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	5	-	4	-	1	5	-
Total Answering	5	-	4	-	1	5	-
28403	1 20.00	-	1 25.00	-	-	1 20.00	-
28405	3 60.00	-	3 75.00	-	-	3 60.00	-
29069	1 20.00	-	-	-	1 100.00	1 20.00	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 21

Q.PC3E: IN WHICH ROOMS OF YOUR HOME DO YOU EXPECT TO USE THE CFLS PURCHASED TODAY

Base: CFLs purchased today are intended for business, vacation home or other location

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	15	2	7	5	1	15	-
Total Answering	9	1	6	1	1	9	-
Bathroom	3 33.33	-	1 16.67	1 100.00	1 100.00	3 33.33	-
Bedroom	2 22.22	-	1 16.67	1 100.00	-	2 22.22	-
Kitchen	3 33.33	-	1 16.67	1 100.00	1 100.00	3 33.33	-
Living room	1 11.11	-	1 16.67	-	-	1 11.11	-
All rooms	1 11.11	-	1 16.67	-	-	1 11.11	-
Other	1 11.11	-	1 16.67	-	-	1 11.11	-
Don't know	3 33.33	1 100.00	2 33.33	-	-	3 33.33	-
No answer	6	1	1	4	-	6	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 22

Q.PC4: DID YOU COME INTO THE STORE TODAY SPECIFICALLY TO BUY PROGRESS ENERGY DISCOUNTED CFLS

Base: At least one program CFL and aware some of their CFLs are discounted

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	101	15	47	18	21	101	-
Total Answering	101	15	47	18	21	101	-
Yes	29	8	14	1	6	29	-
	28.71	53.33	29.79	5.56	28.57	28.71	
No	69	7	32	15	15	69	-
	68.32	46.67	68.09	83.33	71.43	68.32	
Don't know	3	-	1	2	-	3	-
	2.97		2.13	11.11		2.97	

TABLE 23

Q.PC5A: BOUGHT MORE, FEWER OR THE SAME NUMBER OF CFLS IF THERE WERE NO PROGRESS ENERGY DISCOUNT

Base: At least one program CFL

	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total	181	49	49	47	36	181	-
Total Answering	180	49	49	47	35	180	-
More	28	12	7	-	9	28	-
	15.56	24.49	14.29		25.71	15.56	
Fewer	55	7	18	25	5	55	-
	30.56	14.29	36.73	53.19	14.29	30.56	
Same	78	19	23	18	18	78	-
	43.33	38.78	46.94	38.30	51.43	43.33	
Don't know	19	11	1	4	3	19	-
	10.56	22.45	2.04	8.51	8.57	10.56	
No answer	1	-	-	-	1	1	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 24

## Q.PC5AA: HOW MANY MORE

Base: Would have bought more CFLs if there were no Progress Energy discount

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	28	12	7	-	9	28	-
Total Answering	28	12	7	-	9	28	-
1	4 14.29	1 8.33	1 14.29	-	2 22.22	4 14.29	-
2	3 10.71	2 16.67	1 14.29	-	-	3 10.71	-
3	1 3.57	1 8.33	-	-	-	1 3.57	-
4	7 25.00	2 16.67	2 28.57	-	3 33.33	7 25.00	-
6	1 3.57	-	-	-	1 11.11	1 3.57	-
7	1 3.57	-	-	-	1 11.11	1 3.57	-
8	5 17.86	3 25.00	2 28.57	-	-	5 17.86	-
12	1 3.57	-	-	-	1 11.11	1 3.57	-
Don't know	5 17.86	3 25.00	1 14.29	-	1 11.11	5 17.86	-
MEAN	4.61	4.44	4.50	-	4.88	4.61	-
STD DEV	3.00	2.83	2.95	-	3.56	3.00	-
STD ERROR	0.625	0.944	1.204	-	1.260	0.625	-

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 25

Q.PC5AA: HOW MANY FEWER

Base: Would have bought fewer CFLs if there were no Progress Energy discount

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	55	7	18	25	5	55	-
Total Answering	55	7	18	25	5	55	-
1	8 14.55	2 28.57	-	5 20.00	1 20.00	8 14.55	-
2	15 27.27	-	9 50.00	5 20.00	1 20.00	15 27.27	-
3	1 1.82	1 14.29	-	-	-	1 1.82	-
4	19 34.55	1 14.29	7 38.89	11 44.00	-	19 34.55	-
6	3 5.45	-	-	3 12.00	-	3 5.45	-
8	2 3.64	-	1 5.56	1 4.00	-	2 3.64	-
14	1 1.82	-	-	-	1 20.00	1 1.82	-
16	1 1.82	-	-	-	1 20.00	1 1.82	-
20	2 3.64	-	1 5.56	-	1 20.00	2 3.64	-
Don't know	3 5.45	3 42.86	-	-	-	3 5.45	-
MEAN	4.25	2.25	4.11	3.40	10.60	4.25	-
STD DEV	4.27	1.50	4.25	1.87	8.59	4.27	-
STD ERROR	0.592	0.750	1.003	0.374	3.842	0.592	-

TABLE 26

Q.PC5AB: IF THE PROGRESS ENERGY DISCOUNT WAS NOT AVAILABLE, HOW MANY CFLS WOULD YOU HAVE BOUGHT

Base: At least one program CFL

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	181	49	49	47	36	181	-
Total Answering	179	49	47	47	36	179	-
0	37 20.67	-	14 29.79	18 38.30	5 13.89	37 20.67	-
1	8 4.47	5 10.20	2 4.26	-	1 2.78	8 4.47	-
2	30 16.76	4 8.16	10 21.28	11 23.40	5 13.89	30 16.76	-
3	3 1.68	-	1 2.13	1 2.13	1 2.78	3 1.68	-
4	24 13.41	9 18.37	3 6.38	6 12.77	6 16.67	24 13.41	-
6	9 5.03	1 2.04	-	6 12.77	2 5.56	9 5.03	-
8	5 2.79	2 4.08	2 4.26	-	1 2.78	5 2.79	-
12	2 1.12	-	1 2.13	-	1 2.78	2 1.12	-
16	2 1.12	-	1 2.13	-	1 2.78	2 1.12	-
Don't know	59 32.96	28 57.14	13 27.66	5 10.64	13 36.11	59 32.96	-
No answer	2	-	2	-	-	2	-
MEAN	2.69	3.38	2.38	2.02	3.74	2.69	-
STD DEV	3.06	2.11	3.63	2.17	3.93	3.06	-
STD ERROR	0.279	0.460	0.622	0.335	0.820	0.279	-

TABLE 27

Q.PC5B: IF THE PROGRESS ENERGY DISCOUNT WAS NOT AVAILABLE, WHEN WOULD YOU PURCHASE CFLS

Base: At least one program CFL

	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total	181	49	49	47	36	181	-
Total Answering	181	49	49	47	36	181	-
Today	96	32	26	16	22	96	-
	53.04	65.31	53.06	34.04	61.11	53.04	
Another day	42	9	4	19	10	42	-
	23.20	18.37	8.16	40.43	27.78	23.20	
Never	8	-	-	7	1	8	-
	4.42			14.89	2.78	4.42	
Don't know	35	8	19	5	3	35	-
	19.34	16.33	38.78	10.64	8.33	19.34	

TABLE 28

Q.PC6: HOW MANY INCANDESCENT BULBS WOULD YOU HAVE BOUGHT IF CFLS WEREN'T DISCOUNTED

Base: At least one program CFL

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	181	49	49	47	36	181	-
Total Answering	181	49	49	47	36	181	-
0	67 37.02	15 30.61	12 24.49	30 63.83	10 27.78	67 37.02	-
1	7 3.87	1 2.04	3 6.12	2 4.26	1 2.78	7 3.87	-
2	21 11.60	2 4.08	12 24.49	4 8.51	3 8.33	21 11.60	-
3	1 0.55	-	1 2.04	-	-	1 0.55	-
4	10 5.52	2 4.08	4 8.16	-	4 11.11	10 5.52	-
6	8 4.42	-	-	7 14.89	1 2.78	8 4.42	-
8	2 1.10	-	2 4.08	-	-	2 1.10	-
12	2 1.10	-	-	-	2 5.56	2 1.10	-
16	1 0.55	-	1 2.04	-	-	1 0.55	-
Don't know	62 34.25	29 59.18	14 28.57	4 8.51	15 41.67	62 34.25	-
MEAN	1.65	0.65	2.23	1.21	2.52	1.65	-
STD DEV	2.76	1.31	3.14	2.22	3.66	2.76	-
STD ERROR	0.253	0.293	0.530	0.339	0.798	0.253	-

TABLE 29

Q.PC7: BEFORE TODAY, HAVE YOU HEARD OR SEEN ANY INFORMATION ABOUT CFLS COMING FROM PROGRESS ENERGY

	Total	Northern	Eastern	Western	Southern	One Program CFL	No Program CFLs
	A	B	C	D	E	F	G
	=====	=====	=====	=====	=====	=====	=====
Total Respondents	250	63	64	62	61	181	69
Total Answering	250	63	64	62	61	181	69
Yes	96	15	25	29	27	63	33
	38.40	23.81	39.06	46.77	44.26	34.81	47.83
No	146	48	35	31	32	111	35
	58.40	76.19	54.69	50.00	52.46	61.33	50.72
Don't know	8	-	4	2	2	7	1
	3.20		6.25	3.23	3.28	3.87	1.45

## Lighting Intercept Survey For Progress Energy CFL Purchases

Banner: Total

TABLE 30

Q.PC8: HOW INFLUENTIAL WAS THE PROGRESS ENERGY INFORMATION IN DECISION TO BUY CFLS TODAY

Base: Have heard or seen any information about cfls coming from Progress Energy

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
	=====	=====	=====	=====	=====	=====	=====
Total	96	15	25	29	27	63	33
Total Answering	95	15	24	29	27	63	32
Top-3-Box (Net)	60	10	12	26	12	50	10
-----	63.16	66.67	50.00	89.66	44.44	79.37	31.25
Top-2-Box (Subnet)	50	8	10	21	11	41	9
-----	52.63	53.33	41.67	72.41	40.74	65.08	28.13
10	44	8	7	19	10	38	6
	46.32	53.33	29.17	65.52	37.04	60.32	18.75
9	6	-	3	2	1	3	3
	6.32		12.50	6.90	3.70	4.76	9.38
8	10	2	2	5	1	9	1
	10.53	13.33	8.33	17.24	3.70	14.29	3.13
7	7	3	2	2	-	3	4
	7.37	20.00	8.33	6.90		4.76	12.50
6	3	-	1	-	2	2	1
	3.16		4.17		7.41	3.17	3.13
5	12	1	5	1	5	5	7
	12.63	6.67	20.83	3.45	18.52	7.94	21.88
4	1	-	-	-	1	1	-
	1.05				3.70	1.59	
3	-	-	-	-	-	-	-
Bottom-3-Box (Net)	9	-	3	-	6	2	7
-----	9.47		12.50		22.22	3.17	21.88
2	2	-	1	-	1	1	1
	2.11		4.17		3.70	1.59	3.13
Bottom-2-Box (Subnet)	7	-	2	-	5	1	6
-----	7.37		8.33		18.52	1.59	18.75

TABLE 30

Q.PC8: HOW INFLUENTIAL WAS THE PROGRESS ENERGY INFORMATION IN DECISION TO BUY CFLS TODAY  
 Base: Have heard or seen any information about CFLs coming from Progress Energy

	Total A	Northern B	Eastern C	Western D	Southern E	One Program CFL F	No Program CFLs G
1	=====	=====	=====	=====	=====	=====	=====
	-	-	-	-	-	-	-
0	7 7.37	-	2 8.33	-	5 18.52	1 1.59	6 18.75
Don't know	3 3.16	1 6.67	1 4.17	-	1 3.70	-	3 9.38
No answer	1	-	1	-	-	-	1
MEAN	7.71	8.71	6.96	9.21	6.15	8.62	5.72
STD DEV	3.03	1.68	3.17	1.29	3.89	2.21	3.62
STD ERROR	0.316	0.450	0.661	0.240	0.762	0.278	0.673
MEDIAN	9	10	8	10	6	10	6

## **Appendix C-2: Intercept Follow-Up Survey Results**

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8	9	TABLE 8 Q.2C: OF THE CFLS BOUGHT PRIOR TO IN-STORE INTERCEPT Number you removed for any other reason Base: Have bought one or more CFLs before in-store intercept
9	10	TABLE 9 Q.3: OF THE CFLS PURCHASED THE DAY OF INTERCEPT, HAVE ANY BEEN INSTALLED IN YOUR HOME
10	11	TABLE 10 Q.3A: WHERE ARE THE CFLS THAT YOU DID NOT INSTALL Base: No, have not installed any of the CFLs in home
11	12	TABLE 11 Q.4AA: RECALL IF INSTALLED BLUBLS IN ANY ROOMS Base: Yes, installed some of the CFLs in home
12	13	TABLE 12 Q.4: HOW MANY INSTALLED IN THE BASEMENT Base: Yes, installed some of the CFLs in home
13	14	TABLE 13 Q.4: HOW MANY INSTALLED IN THE BATHROOMS Base: Yes, installed some of the CFLs in home
14	15	TABLE 14 Q.4: HOW MANY INSTALLED IN THE BEDROOMS Base: Yes, installed some of the CFLs in home
15	16	TABLE 15 Q.4: HOW MANY INSTALLED IN THE CLOSETS/STORAGE AREA IN RESIDENCE Base: Yes, installed some of the CFLs in home
16	17	TABLE 16 Q.4: HOW MANY INSTALLED IN THE DINING ROOM Base: Yes, installed some of the CFLs in home

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17	18	TABLE 17 Q.4: HOW MANY INSTALLED IN THE FAMILY ROOM Base: Yes, installed some of the CFLs in home
18	19	TABLE 18 Q.4: HOW MANY INSTALLED IN THE GARAGE Base: Yes, installed some of the CFLs in home
19	20	TABLE 19 Q.4: HOW MANY INSTALLED IN THE HALLS/ENTRY INTERIOR OR ENCLOSED PORCH Base: Yes, installed some of the CFLs in home
20	21	TABLE 20 Q.4: HOW MANY INSTALLED IN THE HOME OFFICE Base: Yes, installed some of the CFLs in home
21	22	TABLE 21 Q.4: HOW MANY INSTALLED IN THE KITCHEN Base: Yes, installed some of the CFLs in home
22	23	TABLE 22 Q.4: HOW MANY INSTALLED IN THE LAUNDRY ROOM Base: Yes, installed some of the CFLs in home
23	24	TABLE 23 Q.4: HOW MANY INSTALLED IN THE LIVING ROOM Base: Yes, installed some of the CFLs in home
24	25	TABLE 24 Q.4: HOW MANY INSTALLED IN THE OUTDOORS (INCL PATIO, GARDEN, ANIMAL AREA, DRIVEWAY, EXTERIOR PORCH) Base: Yes, installed some of the CFLs in home
25	26	TABLE 25 Q.4: HOW MANY INSTALLED IN THE EXTERNAL BUILDING ON SAME PROPERTY AS RESIDENCE Base: Yes, installed some of the CFLs in home
26	27	TABLE 26 Q.4: HOW MANY INSTALLED IN STORAGE Base: Yes, installed some of the CFLs in home
27	28	TABLE 27 Q.4: HOW MANY BROKE, FAILED TO WORK, LOST Base: Yes, installed some of the CFLs in home
28	29	TABLE 28 Q.4: HOW MANY GAVE THEM TO SOMEONE ELSE Base: Yes, installed some of the CFLs in home
29	30	TABLE 29 Q.4: HOW MANY INSTALLED IN ANOTHER BUILDING OTHER THAN PRIMARY RESIDENCE Base: Yes, installed some of the CFLs in home
30	31	TABLE 30 Q.4: HOW MANY INSTALLED IN OTHER MENTIONS Base: Yes, installed some of the CFLs in home
31	32	TABLE 31 Q.4A: WHY ARE ALL OF BULBS STILL IN STORAGE Base: All bulbs in storage
32	33	TABLE 32 Q.4B: TYPE OF OTHER BUILDING WHERE BULBS INSTALLED Base: Some bulbs installed in another building other than primary residence

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33	34	TABLE 33 Q.4C: IS THIS RESIDENCE ALSO SERVICE BY PROGRESS ENERGY Base: Installed bulbs in another building = Residence
34	35	TABLE 34 Q.4D: IS THIS A SEASONAL RESIDENCE, BEACH HOUSE, COTTAGE OR VACATION HOME Base: Installed bulbs in another building = Residence
35	36	TABLE 35 Q.4E: IS THIS BUSINESS ALSO SERVICE BY PROGRESS ENERGY Base: Installed bulbs in another building = Business
36	37	TABLE 36 Q.4F: WHAT DID WITH REMAINING BULBS Base: Not all bulbs accounted for
37	38	TABLE 37 Q.4G: WERE ANY INSTALLED BULBS REMOVED BECAUSE They were slow to come to full brightness Base: Some or all CFL bulbs installed
38	39	TABLE 38 Q.4G: WERE ANY INSTALLED BULBS REMOVED BECAUSE They weren't bright enough at any time Base: Some or all CFL bulbs installed
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40	41	Q.5: RATING FOR THE QUALITY OF LIGHT IN MEETING YOUR NEEDS IN THE ROOMS YOU PLACED THEM IN Base: Some or all CFL bulbs installed
41	43	TABLE 41 Q.6: WHAT WAS THE NATURE OF THOSE PROBLEMS Base: Quality of light rated <= 5
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44	47	TABLE 44 Q.10A: HOW MANY CFLS PURCHASED Base: Yes, purchased additional CFLs for home since in-store intercept
45	48	TABLE 45 Q.11: PRIMARY REASONS PURCHASED MORE CFL BULBS Base: Yes, purchased additional CFLs for home since in-store intercept
46	49	TABLE 46 Q.9: NUMBER OF SCREW-BASE SOCKETS - KITCHEN OR DINETTE
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48	52	TABLE 48 Q.9: NUMBER OF SCREW-BASE SOCKETS - SECONDARY BATHROOMS & SHOWER AREAS
49	53	TABLE 49 Q.9: NUMBER OF SCREW-BASE SOCKETS - LAUNDRY ROOM

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52	56	TABLE 52 Q.9: NUMBER OF SCREW-BASE SOCKETS - OFFICE/PROJECT ROOM
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58	62	TABLE 58 Q.9: NUMBER OF SCREW-BASE SOCKETS - GARAGE, CARPORT, BOATHOUSE
59	63	TABLE 59 Q.9: NUMBER OF SCREW-BASE SOCKETS - EXTERIOR OF HOUSE, YARD, PATIO, GARDEN, SECURITY, SIGNPOST
60	65	TABLE 60 Q.9: NUMBER OF SCREW-BASE SOCKETS - BASEMENT
61	66	TABLE 61 Q.9: NUMBER OF SCREW-BASE SOCKETS - FLOOD LIGHTS
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71	76	TABLE 71 Q.9: NUMBER OF SCREW-BASE CFLS - BEDROOM 2
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74	79	TABLE 74 Q.9: NUMBER OF SCREW-BASE CFLS - HALLWAYS/FOYERS
75	80	TABLE 75 Q.9: NUMBER OF SCREW-BASE CFLS - GARAGE, CARPORT, BOATHOUSE
76	81	TABLE 76 Q.9: NUMBER OF SCREW-BASE CFLS - EXTERIOR OF HOUSE, YARD, PATIO, GARDEN, SECURITY, SIGNPOST
77	82	TABLE 77 Q.9: NUMBER OF SCREW-BASE CFLS - BASEMENT
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81	86	TABLE 81 Q.13: ARE THERE SOME CFL TYPES SO DISLIKED THAT YOU WOULD NOT ADVISE FRIENDS TO BUY
82	87	TABLE 82 Q.13A: REASONS THERE ARE SOME CFLS WOULD ADVISE FRIENDS NOT TO BUY Base: Yes, some CFL types would advise friends NOT to buy
83	88	TABLE 83 Q.14: LIKELIHOOD TO PURCHASE COMPACT FLUORESCENT LIGHT BULBS IN THE FUTURE
84	90	TABLE 84 Q.15: RATING FOR THE IMPORTANCE OF STATEMENT IN DECIDING TO PURCHASE COMPACT FLUORESCENT LIGHT BULBS - INFORMATION YOU RECEIVED FROM PROGRESS ENERGY BY MAIL SUCH AS A BILL INSERT
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87	95	TABLE 87 Q.DEM2: GENDER
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89	97	TABLE 89 Q.INHOME_2: RESEARCH INVOLVES DEMONSTRATION TO RESIDENT OF SEVERAL LIGHTING TECHNOLOGIES Base: Interested in hearing more
90	98	TABLE 90 Q.INHOME_3: CAN ONE OF OUR RESEARCHERS CONTACT YOU Base: Interested in hearing more

TABLE 1

Q.1: CORRECT NUMBER OF COMPACT FLUORESCENT LIGHT BULBS BOUGHT

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Yes	54	14	14	14	12
	100.00	100.00	100.00	100.00	100.00
No	-	-	-	-	-
Don't know / Don't recall	-	-	-	-	-

TABLE 2

Q.VER1A: RESIDENTIAL CUSTOMER OF PROGRESS ENERGY CAROLINAS					
Region					
Total	Northern	Eastern	Western	Southern	
A	B	C	D	E	
=====	=====	=====	=====	=====	
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Yes, I am a residential PEC customer	54	14	14	14	12
	100.00	100.00	100.00	100.00	100.00

TABLE 3

Q.2A: EVER BOUGHT ONE OR MORE COMPACT FLUORESCENT LIGHT BULBS BEFORE THE DAY OF IN-STORE INTERCEPT

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Yes	40 74.07	8 57.14	11 78.57	14 100.00	7 58.33
No	12 22.22	4 28.57	3 21.43	-	5 41.67
Don't know	2 3.70	2 14.29	-	-	-

TABLE 4

Q.2B: HOW LONG AGO LAST PURCHASED CFLS

Base: Have bought one or more CFLs before in-store intercept

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	8	11	14	7
Total Answering	40	8	11	14	7
In the past year	33	7	10	12	4
	82.50	87.50	90.91	85.71	57.14
In the past two years	5	1	1	2	1
	12.50	12.50	9.09	14.29	14.29
More than two years ago	2	-	-	-	2
	5.00				28.57
Don't recall	-	-	-	-	-

TABLE 5

Q.2C: OF THE CFLS BOUGHT PRIOR TO IN-STORE INTERCEPT  
 Number never installed or never used

Base: Have bought one or more CFLs before in-store intercept

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	40	8	11	14	7
Total Answering	40	8	11	14	7
0	14 35.00	1 12.50	2 18.18	8 57.14	3 42.86
1	1 2.50	-	1 9.09	-	-
2	3 7.50	1 12.50	-	2 14.29	-
3	9 22.50	2 25.00	3 27.27	3 21.43	1 14.29
4	1 2.50	1 12.50	-	-	-
5	2 5.00	1 12.50	1 9.09	-	-
6	5 12.50	1 12.50	1 9.09	-	3 42.86
7	1 2.50	-	-	1 7.14	-
8	2 5.00	1 12.50	1 9.09	-	-
10	1 2.50	-	1 9.09	-	-
12	1 2.50	-	1 9.09	-	-
MEAN	3.08	3.88	4.64	1.43	3.00
STD DEV	3.13	2.47	4.01	2.06	3.00
STD ERROR	0.495	0.875	1.208	0.552	1.134
MEDIAN	3	3	3	0	3

TABLE 6

Q.2C: OF THE CFLS BOUGHT PRIOR TO IN-STORE INTERCEPT  
 Number in use today

Base: Have bought one or more CFLs before in-store intercept

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	40	8	11	14	7
Total Answering	40	8	11	14	7
5	1 2.50	1 12.50	-	-	-
6	4 10.00	3 37.50	-	1 7.14	-
7	2 5.00	-	1 9.09	1 7.14	-
8	1 2.50	-	1 9.09	-	-
10	5 12.50	-	-	4 28.57	1 14.29
12	4 10.00	-	-	3 21.43	1 14.29
15	5 12.50	2 25.00	3 27.27	-	-
16	1 2.50	-	-	1 7.14	-
18	1 2.50	1 12.50	-	-	-
20	6 15.00	-	3 27.27	-	3 42.86
22	1 2.50	-	1 9.09	-	-
24	1 2.50	-	-	-	1 14.29
25	2 5.00	-	-	1 7.14	1 14.29

TABLE 6

Q.2C: OF THE CFLS BOUGHT PRIOR TO IN-STORE INTERCEPT  
 Number in use today

Base: Have bought one or more CFLs before in-store intercept

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
	=====	=====	=====	=====	=====
30	3 7.50	1 12.50	1 9.09	1 7.14	-
35	1 2.50	-	1 9.09	-	-
50	1 2.50	-	-	1 7.14	-
Don't know	1 2.50	-	-	1 7.14	-
MEAN	16.64	12.63	18.82	16.15	18.71
STD DEV	9.52	8.72	8.38	12.27	5.68
STD ERROR	1.525	3.082	2.526	3.402	2.146
MEDIAN	15	6	20	12	20

TABLE 7

Q.2C: OF THE CFLS BOUGHT PRIOR TO IN-STORE INTERCEPT  
 Number that burned out

Base: Have bought one or more CFLs before in-store intercept

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	40	8	11	14	7
Total Answering	40	8	11	14	7
0	14 35.00	3 37.50	4 36.36	5 35.71	2 28.57
1	5 12.50	1 12.50	1 9.09	2 14.29	1 14.29
2	5 12.50	-	1 9.09	3 21.43	1 14.29
3	7 17.50	2 25.00	2 18.18	2 14.29	1 14.29
4	3 7.50	-	-	2 14.29	1 14.29
5	2 5.00	1 12.50	-	-	1 14.29
6	2 5.00	-	2 18.18	-	-
20	1 2.50	1 12.50	-	-	-
Don't know	1 2.50	-	1 9.09	-	-
MEAN	2.31	4.00	2.10	1.57	2.14
STD DEV	3.44	6.72	2.38	1.50	1.95
STD ERROR	0.551	2.375	0.752	0.402	0.738
MEDIAN	2	1	1	1	2

TABLE 8

Q.2C: OF THE CFLS BOUGHT PRIOR TO IN-STORE INTERCEPT  
 Number you removed for any other reason

Base: Have bought one or more CFLs before in-store intercept

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
	=====	=====	=====	=====	=====
Total	40	8	11	14	7
Total Answering	40	8	11	14	7
0	29 72.50	4 50.00	9 81.82	12 85.71	4 57.14
1	7 17.50	3 37.50	1 9.09	1 7.14	2 28.57
2	3 7.50	1 12.50	1 9.09	1 7.14	-
3	1 2.50	-	-	-	1 14.29
MEAN	0.40	0.63	0.27	0.21	0.71
STD DEV	0.74	0.74	0.65	0.58	1.11
STD ERROR	0.118	0.263	0.195	0.155	0.421

TABLE 9

Q.3: OF THE CFLS PURCHASED THE DAY OF INTERCEPT, HAVE ANY BEEN INSTALLED IN YOUR HOME

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Yes	40	13	10	8	9
	74.07	92.86	71.43	57.14	75.00
No, have not installed any of them	14	1	4	6	3
	25.93	7.14	28.57	42.86	25.00

TABLE 10

Q.3A: WHERE ARE THE CFLS THAT YOU DID NOT INSTALL

Base: No, have not installed any of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	14	1	4	6	3
Total Answering	14	1	4	6	3
In storage	11 78.57	1 100.00	3 75.00	4 66.67	3 100.00
Installed in another home	1 7.14	-	-	1 16.67	-
Installed at work	1 7.14	-	-	1 16.67	-
Other	1 7.14	-	1 25.00	-	-

TABLE 11

Q.4AA: RECALL IF INSTALLED BLUBLS IN ANY ROOMS

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	41	14	10	8	9
Total Answering	41	14	10	8	9
Continue	40	14	9	8	9
	97.56	100.00	90.00	100.00	100.00
Don't recall and don't want to look for them	1	-	1	-	-
	2.44		10.00		

TABLE 12

Q.4: HOW MANY INSTALLED IN THE BASEMENT

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	40	14	9	8	9
	100.00	100.00	100.00	100.00	100.00
MEAN	0.00	0.00	0.00	0.00	0.00

TABLE 13

Q.4: HOW MANY INSTALLED IN THE BATHROOMS

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	30	14	6	5	5
	75.00	100.00	66.67	62.50	55.56
1	2	-	-	1	1
	5.00			12.50	11.11
2	3	-	1	2	-
	7.50		11.11	25.00	
3	1	-	-	-	1
	2.50				11.11
4	3	-	1	-	2
	7.50		11.11		22.22
16	1	-	1	-	-
	2.50		11.11		
MEAN	0.98	0.00	2.44	0.63	1.33
STD DEV	2.72	-	5.27	0.92	1.80
STD ERROR	0.430	-	1.757	0.324	0.601

TABLE 14

Q.4: HOW MANY INSTALLED IN THE BEDROOMS

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	29 72.50	14 100.00	6 66.67	3 37.50	6 66.67
1	5 12.50	-	-	3 37.50	2 22.22
2	4 10.00	-	2 22.22	2 25.00	-
4	1 2.50	-	1 11.11	-	-
5	1 2.50	-	-	-	1 11.11
MEAN	0.55	0.00	0.89	0.88	0.78
STD DEV	1.13	-	1.45	0.83	1.64
STD ERROR	0.179	-	0.484	0.295	0.547
MEDIAN	0	0	0	1	0

TABLE 15

Q.4: HOW MANY INSTALLED IN THE CLOSETS/STORAGE AREA IN RESIDENCE

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	40	14	9	8	9
	100.00	100.00	100.00	100.00	100.00
MEAN	0.00	0.00	0.00	0.00	0.00

TABLE 16

Q.4: HOW MANY INSTALLED IN THE DINING ROOM

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	37	12	8	8	9
	92.50	85.71	88.89	100.00	100.00
1	1	1	-	-	-
	2.50	7.14			
2	2	1	1	-	-
	5.00	7.14	11.11		
MEAN	0.13	0.21	0.22	0.00	0.00
STD DEV	0.46	0.58	0.67	-	-
STD ERROR	0.073	0.155	0.222	-	-

TABLE 17

Q.4: HOW MANY INSTALLED IN THE FAMILY ROOM

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	34	11	9	7	7
	85.00	78.57	100.00	87.50	77.78
1	4	2	-	1	1
	10.00	14.29		12.50	11.11
2	2	1	-	-	1
	5.00	7.14			11.11
MEAN	0.20	0.29	0.00	0.13	0.33
STD DEV	0.52	0.61	-	0.35	0.71
STD ERROR	0.082	0.163	-	0.125	0.236

TABLE 18

Q.4: HOW MANY INSTALLED IN THE GARAGE

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	39	14	9	8	8
	97.50	100.00	100.00	100.00	88.89
2	1	-	-	-	1
	2.50				11.11
MEAN	0.05	0.00	0.00	0.00	0.22
STD DEV	0.32	-	-	-	0.67
STD ERROR	0.050	-	-	-	0.222

TABLE 19

Q.4: HOW MANY INSTALLED IN THE HALLS/ENTRY INTERIOR OR ENCLOSED PORCH

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	39	14	8	8	9
	97.50	100.00	88.89	100.00	100.00
1	1	-	1	-	-
	2.50		11.11		
MEAN	0.03	0.00	0.11	0.00	0.00
STD DEV	0.16	-	0.33	-	-
STD ERROR	0.025	-	0.111	-	-

TABLE 20

Q.4: HOW MANY INSTALLED IN THE HOME OFFICE

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	40	14	9	8	9
	100.00	100.00	100.00	100.00	100.00
MEAN	0.00	0.00	0.00	0.00	0.00

TABLE 21

Q.4: HOW MANY INSTALLED IN THE KITCHEN

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	34 85.00	12 85.71	7 77.78	7 87.50	8 88.89
1	2 5.00	1 7.14	-	1 12.50	-
2	2 5.00	-	2 22.22	-	-
4	1 2.50	-	-	-	1 11.11
9	1 2.50	1 7.14	-	-	-
MEAN	0.48	0.71	0.44	0.13	0.44
STD DEV	1.58	2.40	0.88	0.35	1.33
STD ERROR	0.251	0.641	0.294	0.125	0.444

TABLE 22

Q.4: HOW MANY INSTALLED IN THE LAUNDRY ROOM

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	39	14	9	8	8
	97.50	100.00	100.00	100.00	88.89
1	1	-	-	-	1
	2.50				11.11
MEAN	0.03	0.00	0.00	0.00	0.11
STD DEV	0.16	-	-	-	0.33
STD ERROR	0.025	-	-	-	0.111

TABLE 23

Q.4: HOW MANY INSTALLED IN THE LIVING ROOM

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	27 67.50	11 78.57	4 44.44	6 75.00	6 66.67
1	7 17.50	2 14.29	2 22.22	1 12.50	2 22.22
2	5 12.50	-	3 33.33	1 12.50	1 11.11
4	1 2.50	1 7.14	-	-	-
MEAN	0.53	0.43	0.89	0.38	0.44
STD DEV	0.91	1.09	0.93	0.74	0.73
STD ERROR	0.143	0.291	0.309	0.263	0.242
MEDIAN	0	0	1	0	0

TABLE 24

Q.4: HOW MANY INSTALLED IN THE OUTDOORS (INCL PATIO, GARDEN, ANIMAL AREA, DRIVEWAY, EXTERIOR PORCH)

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	34	9	9	8	8
	85.00	64.29	100.00	100.00	88.89
1	3	3	-	-	-
	7.50	21.43			
2	1	-	-	-	1
	2.50				11.11
4	2	2	-	-	-
	5.00	14.29			
MEAN	0.33	0.79	0.00	0.00	0.22
STD DEV	0.94	1.42	-	-	0.67
STD ERROR	0.149	0.381	-	-	0.222

TABLE 25

Q.4: HOW MANY INSTALLED IN THE EXTERNAL BUILDING ON SAME PROPERTY AS RESIDENCE

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	40	14	9	8	9
	100.00	100.00	100.00	100.00	100.00
MEAN	0.00	0.00	0.00	0.00	0.00

TABLE 26

Q.4: HOW MANY INSTALLED IN STORAGE

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	34 85.00	11 78.57	8 88.89	8 100.00	7 77.78
1	2 5.00	2 14.29	-	-	-
4	1 2.50	-	-	-	1 11.11
7	2 5.00	-	1 11.11	-	1 11.11
8	1 2.50	1 7.14	-	-	-
MEAN	0.70	0.71	0.78	0.00	1.22
STD DEV	2.03	2.13	2.33	-	2.54
STD ERROR	0.321	0.569	0.778	-	0.846

TABLE 27

Q.4: HOW MANY BROKE, FAILED TO WORK, LOST

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	40	14	9	8	9
	100.00	100.00	100.00	100.00	100.00
MEAN	0.00	0.00	0.00	0.00	0.00

TABLE 28

Q.4: HOW MANY GAVE THEM TO SOMEONE ELSE

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	39	13	9	8	9
	97.50	92.86	100.00	100.00	100.00
1	1	1	-	-	-
	2.50	7.14			
MEAN	0.03	0.07	0.00	0.00	0.00
STD DEV	0.16	0.27	-	-	-
STD ERROR	0.025	0.071	-	-	-

TABLE 29

Q.4: HOW MANY INSTALLED IN ANOTHER BUILDING OTHER THAN PRIMARY RESIDENCE

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	38	12	9	8	9
	95.00	85.71	100.00	100.00	100.00
1	1	1	-	-	-
	2.50	7.14			
2	1	1	-	-	-
	2.50	7.14			
MEAN	0.08	0.21	0.00	0.00	0.00
STD DEV	0.35	0.58	-	-	-
STD ERROR	0.055	0.155	-	-	-

TABLE 30

Q.4: HOW MANY INSTALLED IN OTHER MENTIONS

Base: Yes, installed some of the CFLs in home

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	40	14	9	8	9
Total Answering	40	14	9	8	9
0	40	14	9	8	9
	100.00	100.00	100.00	100.00	100.00
MEAN	0.00	0.00	0.00	0.00	0.00

TABLE 31

Q.4A: WHY ARE ALL OF BULBS STILL IN STORAGE

Base: All bulbs in storage

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	1	1	-	-	-
Total Answering	1	1	-	-	-
Other	1	1	-	-	-
	100.00	100.00			

TABLE 32

Q.4B: TYPE OF OTHER BUILDING WHERE BULBS INSTALLED  
Base: Some bulbs installed in another building other than primary residence

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	2	2	-	-	-
Total Answering	2	2	-	-	-
Residence	2	2	-	-	-
	100.00	100.00			
Business	-	-	-	-	-
Don't know	-	-	-	-	-

TABLE 33

Q.4C: IS THIS RESIDENCE ALSO SERVICE BY PROGRESS ENERGY  
Base: Installed bulbs in another building = Residence

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	2	2	-	-	-
Total Answering	2	2	-	-	-
Yes	2	2	-	-	-
	100.00	100.00			
No	-	-	-	-	-
Don't know	-	-	-	-	-

TABLE 34

Q.4D: IS THIS A SEASONAL RESIDENCE, BEACH HOUSE, COTTAGE OR VACATION HOME  
Base: Installed bulbs in another building = Residence

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	2	2	-	-	-
Total Answering	2	2	-	-	-
Yes	-	-	-	-	-
No	2	2	-	-	-
	100.00	100.00			
Don't know	-	-	-	-	-

TABLE 35

Q.4E: IS THIS BUSINESS ALSO SERVICE BY PROGRESS ENERGY  
Base: Installed bulbs in another building = Business

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	-	-	-	-	-
Total Answering	-	-	-	-	-
Yes	-	-	-	-	-
No	-	-	-	-	-
Don't know	-	-	-	-	-

TABLE 36

Q.4F: WHAT DID WITH REMAINING BULBS

Base: Not all bulbs accounted for

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	12	2	3	5	2
Total Answering	12	2	3	5	2
In storage for later use	8 66.67	2 100.00	3 100.00	3 60.00	-
Other	3 25.00	-	-	2 40.00	1 50.00
Don't know	1 8.33	-	-	-	1 50.00

TABLE 37

Q.4G: WERE ANY INSTALLED BULBS REMOVED BECAUSE  
 They were slow to come to full brightness

Base: Some or all CFL bulbs installed

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	39	13	9	8	9
Total Answering	39	13	9	8	9
0	38	13	9	8	8
	97.44	100.00	100.00	100.00	88.89
1	1	-	-	-	1
	2.56				11.11
MEAN	0.03	0.00	0.00	0.00	0.11
STD DEV	0.16	-	-	-	0.33
STD ERROR	0.026	-	-	-	0.111

TABLE 38

Q.4G: WERE ANY INSTALLED BULBS REMOVED BECAUSE  
 They weren't bright enough at any time

Base: Some or all CFL bulbs installed

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	39	13	9	8	9
Total Answering	39	13	9	8	9
0	36 92.31	11 84.62	8 88.89	8 100.00	9 100.00
1	1 2.56	1 7.69	-	-	-
2	1 2.56	-	1 11.11	-	-
9	1 2.56	1 7.69	-	-	-
MEAN	0.31	0.77	0.22	0.00	0.00
STD DEV	1.47	2.49	0.67	-	-
STD ERROR	0.236	0.690	0.222	-	-

TABLE 39

Q.4G: WERE ANY INSTALLED BULBS REMOVED BECAUSE  
 You did not like the color or light quality

Base: Some or all CFL bulbs installed

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	39	13	9	8	9
Total Answering	39	13	9	8	9
0	36 92.31	13 100.00	7 77.78	8 100.00	8 88.89
1	1 2.56	-	-	-	1 11.11
2	1 2.56	-	1 11.11	-	-
3	1 2.56	-	1 11.11	-	-
MEAN	0.15	0.00	0.56	0.00	0.11
STD DEV	0.59	-	1.13	-	0.33
STD ERROR	0.094	-	0.377	-	0.111

Q.5: RATING FOR THE QUALITY OF LIGHT IN MEETING YOUR NEEDS IN THE ROOMS YOU PLACED THEM IN  
 Base: Some or all CFL bulbs installed

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	39	13	9	8	9
Total Answering	39	13	9	8	9
Top-3-Box (Net)	33	11	7	7	8
-----	84.62	84.62	77.78	87.50	88.89
Top-2-Box (Subnet)	26	9	5	6	6
-----	66.67	69.23	55.56	75.00	66.67
10 - Light quality satisfies me in all places I've installed them	23	9	3	6	5
	58.97	69.23	33.33	75.00	55.56
9 -	3	-	2	-	1
	7.69		22.22		11.11
8 -	7	2	2	1	2
	17.95	15.38	22.22	12.50	22.22
7 -	3	1	-	1	1
	7.69	7.69		12.50	11.11
6 -	-	-	-	-	-
5 - Mixed results in the places I installed them	3	1	2	-	-
	7.69	7.69	22.22		
4 -	-	-	-	-	-
3 -	-	-	-	-	-
Bottom-3-Box (Net)	-	-	-	-	-
-----					
2 -	-	-	-	-	-
Bottom-2-Box (Subnet)	-	-	-	-	-
-----					

Q.5: RATING FOR THE QUALITY OF LIGHT IN MEETING YOUR NEEDS IN THE ROOMS YOU PLACED THEM IN  
 Base: Some or all CFL bulbs installed

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
1 -	-	-	-	-	-
0 - Light quality fails to satisfy me in places installed	-	-	-	-	-
Don't know	-	-	-	-	-
MEAN	8.95	9.08	8.22	9.38	9.11
STD DEV	1.54	1.61	1.99	1.19	1.17
STD ERROR	0.246	0.445	0.662	0.420	0.389
MEDIAN	10	10	9	10	10

TABLE 41

Q.6: WHAT WAS THE NATURE OF THOSE PROBLEMS

Base: Quality of light rated <= 5

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	3	1	2	-	-
Total Answering	3	1	2	-	-
Light quality	3	1	2	-	-
	100.00	100.00	100.00		

Q.8: RATING FOR THE IMPORTANCE OF SALES PRICE IN DECISION TO BUY CFL BULBS AT THIS TIME

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Top-3-Box (Net)	36	10	12	8	6
-----	66.67	71.43	85.71	57.14	50.00
Top-2-Box (Subnet)	26	8	8	5	5
-----	48.15	57.14	57.14	35.71	41.67
10 - The price was very important	22	8	6	4	4
	40.74	57.14	42.86	28.57	33.33
9	4	-	2	1	1
	7.41		14.29	7.14	8.33
8	10	2	4	3	1
	18.52	14.29	28.57	21.43	8.33
7	4	-	2	-	2
	7.41		14.29		16.67
6	2	-	-	2	-
	3.70			14.29	
5	6	1	-	3	2
	11.11	7.14		21.43	16.67
4	1	-	-	1	-
	1.85			7.14	
3	1	-	-	-	1
	1.85				8.33
Bottom-3-Box (Net)	3	2	-	-	1
-----	5.56	14.29			8.33
2	-	-	-	-	-
Bottom-2-Box (Subnet)	3	2	-	-	1
-----	5.56	14.29			8.33
1	-	-	-	-	-

Q.8: RATING FOR THE IMPORTANCE OF SALES PRICE IN DECISION TO BUY CFL BULBS AT THIS TIME

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
0 - The price was NOT important at all	3 5.56	2 14.29	-	-	1 8.33
Don't know	1 1.85	1 7.14	-	-	-
MEAN	7.79	7.77	8.86	7.43	7.00
STD DEV	2.73	3.75	1.17	2.21	3.22
STD ERROR	0.376	1.039	0.312	0.590	0.929
MEDIAN	8	10	9	8	7

TABLE 43

Q.10: PURCHASED ADDITIONAL COMPAC FLUORESCENT LIGHT BULBS FOR HOME SINCE IN-STORE INTERCEPT

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Yes	5	1	1	2	1
	9.26	7.14	7.14	14.29	8.33
No	49	13	13	12	11
	90.74	92.86	92.86	85.71	91.67
Not sure/Don't know	-	-	-	-	-

TABLE 44

Q.10A: HOW MANY CFLS PURCHASED

Base: Yes, purchased additional CFLs for home since in-store intercept

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	5	1	1	2	1
Total Answering	5	1	1	2	1
2	2	1	-	1	-
	40.00	100.00		50.00	
4	1	-	1	-	-
	20.00		100.00		
5	1	-	-	1	-
	20.00			50.00	
12	1	-	-	-	1
	20.00				100.00
MEAN	5.00	2.00	4.00	3.50	12.00
STD DEV	4.12	-	-	2.12	-
STD ERROR	1.844	-	-	1.500	-
MEDIAN	4	2	4	2	12

TABLE 45

Q.11: PRIMARY REASONS PURCHASED MORE CFL BULBS

Base: Yes, purchased additional CFLs for home since in-store intercept

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	5	1	1	2	1
Total Answering	5	1	1	2	1
Save money on my electric bill	1 20.00	-	-	1 50.00	-
The discount	1 20.00	-	-	1 50.00	-
Needed replacements	4 80.00	1 100.00	1 100.00	1 50.00	1 100.00

TABLE 46

Q.9: NUMBER OF SCREW-BASE SOCKETS - KITCHEN OR DINETTE					
	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	5 9.26	2 14.29	1 7.14	-	2 16.67
1	5 9.26	1 7.14	1 7.14	3 21.43	-
2	6 11.11	2 14.29	1 7.14	1 7.14	2 16.67
3	6 11.11	2 14.29	1 7.14	2 14.29	1 8.33
4	8 14.81	-	4 28.57	3 21.43	1 8.33
5	5 9.26	2 14.29	1 7.14	-	2 16.67
6	4 7.41	2 14.29	1 7.14	1 7.14	-
7	3 5.56	-	-	2 14.29	1 8.33
8	4 7.41	1 7.14	-	2 14.29	1 8.33
9	3 5.56	1 7.14	1 7.14	-	1 8.33
11	1 1.85	-	-	-	1 8.33
12	1 1.85	-	1 7.14	-	-
14	1 1.85	-	1 7.14	-	-

TABLE 46

Q.9: NUMBER OF SCREW-BASE SOCKETS - KITCHEN OR DINETTE					
	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
=====	=====	=====	=====	=====	=====
15	2	1	1	-	-
	3.70	7.14	7.14		
MEAN	4.87	4.64	5.93	4.21	4.67
STD DEV	3.78	4.09	4.75	2.58	3.52
STD ERROR	0.514	1.092	1.269	0.689	1.018
MEDIAN	4	3	4	4	4

TABLE 47

Q.9: NUMBER OF SCREW-BASE SOCKETS - MAIN BATHROOM

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	7 12.96	3 21.43	1 7.14	1 7.14	2 16.67
1	4 7.41	-	1 7.14	2 14.29	1 8.33
2	16 29.63	5 35.71	2 14.29	5 35.71	4 33.33
3	4 7.41	2 14.29	1 7.14	-	1 8.33
4	5 9.26	-	3 21.43	1 7.14	1 8.33
5	6 11.11	2 14.29	2 14.29	2 14.29	-
6	3 5.56	-	2 14.29	1 7.14	-
7	2 3.70	1 7.14	1 7.14	-	-
8	6 11.11	1 7.14	-	2 14.29	3 25.00
11	1 1.85	-	1 7.14	-	-
MEAN	3.50	2.93	4.29	3.43	3.33
STD DEV	2.69	2.50	2.79	2.59	3.03
STD ERROR	0.366	0.667	0.744	0.693	0.873
MEDIAN	2	2	4	2	2

TABLE 48

Q.9: NUMBER OF SCREW-BASE SOCKETS - SECONDARY BATHROOMS & SHOWER AREAS

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	16 29.63	3 21.43	4 28.57	5 35.71	4 33.33
1	3 5.56	1 7.14	-	-	2 16.67
2	10 18.52	1 7.14	3 21.43	4 28.57	2 16.67
3	8 14.81	3 21.43	2 14.29	1 7.14	2 16.67
4	9 16.67	2 14.29	3 21.43	3 21.43	1 8.33
5	3 5.56	2 14.29	-	-	1 8.33
6	2 3.70	1 7.14	1 7.14	-	-
7	2 3.70	-	1 7.14	1 7.14	-
8	1 1.85	1 7.14	-	-	-
MEAN	2.44	3.14	2.64	2.14	1.75
STD DEV	2.15	2.41	2.24	2.11	1.71
STD ERROR	0.293	0.645	0.599	0.563	0.494
MEDIAN	2	3	2	2	1

TABLE 49

Q.9: NUMBER OF SCREW-BASE SOCKETS - LAUNDRY ROOM

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	30	7	9	9	5
	55.56	50.00	64.29	64.29	41.67
1	17	6	5	2	4
	31.48	42.86	35.71	14.29	33.33
2	7	1	-	3	3
	12.96	7.14		21.43	25.00
MEAN	0.57	0.57	0.36	0.57	0.83
STD DEV	0.72	0.65	0.50	0.85	0.83
STD ERROR	0.097	0.173	0.133	0.228	0.241
MEDIAN	0	0	0	0	1

TABLE 50

Q.9: NUMBER OF SCREW-BASE SOCKETS - DINING ROOMS					
	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
=====	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	28 51.85	8 57.14	7 50.00	6 42.86	7 58.33
1	2 3.70	-	1 7.14	1 7.14	-
2	4 7.41	1 7.14	1 7.14	1 7.14	1 8.33
3	1 1.85	-	-	1 7.14	-
4	7 12.96	1 7.14	-	4 28.57	2 16.67
5	3 5.56	1 7.14	1 7.14	-	1 8.33
6	4 7.41	2 14.29	1 7.14	-	1 8.33
7	3 5.56	1 7.14	2 14.29	-	-
8	1 1.85	-	-	1 7.14	-
10	1 1.85	-	1 7.14	-	-
MEAN	2.20	2.14	2.71	2.14	1.75
STD DEV	2.77	2.80	3.52	2.44	2.34
STD ERROR	0.377	0.748	0.940	0.653	0.676
MEDIAN	0	0	0	1	0

TABLE 51

Q.9: NUMBER OF SCREW-BASE SOCKETS - FAMILY ROOMS/ENTERTAINMENT ROOMS

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	6 11.11	1 7.14	2 14.29	2 14.29	1 8.33
1	3 5.56	2 14.29	-	1 7.14	-
2	9 16.67	3 21.43	2 14.29	1 7.14	3 25.00
3	2 3.70	1 7.14	1 7.14	-	-
4	12 22.22	1 7.14	3 21.43	3 21.43	5 41.67
5	7 12.96	2 14.29	1 7.14	3 21.43	1 8.33
6	5 9.26	1 7.14	1 7.14	3 21.43	-
7	3 5.56	2 14.29	1 7.14	-	-
9	2 3.70	-	1 7.14	1 7.14	-
10	3 5.56	1 7.14	1 7.14	-	1 8.33
12	1 1.85	-	-	-	1 8.33
14	1 1.85	-	1 7.14	-	-
MEAN	4.35	3.93	5.00	4.07	4.42
STD DEV	3.16	2.87	3.94	2.56	3.40
STD ERROR	0.430	0.766	1.054	0.683	0.981
MEDIAN	4	3	4	4	4

TABLE 52

Q.9: NUMBER OF SCREW-BASE SOCKETS - OFFICE/PROJECT ROOM

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	33 61.11	9 64.29	6 42.86	8 57.14	10 83.33
1	3 5.56	2 14.29	-	1 7.14	-
2	8 14.81	-	4 28.57	3 21.43	1 8.33
3	2 3.70	1 7.14	1 7.14	-	-
4	6 11.11	1 7.14	2 14.29	2 14.29	1 8.33
5	2 3.70	1 7.14	1 7.14	-	-
MEAN	1.09	1.00	1.71	1.07	0.50
STD DEV	1.59	1.71	1.77	1.49	1.24
STD ERROR	0.217	0.457	0.474	0.399	0.359
MEDIAN	0	0	2	0	0

TABLE 53

Q.9: NUMBER OF SCREW-BASE SOCKETS - BEDROOM 1

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	5 9.26	2 14.29	1 7.14	-	2 16.67
1	6 11.11	2 14.29	2 14.29	2 14.29	-
2	10 18.52	3 21.43	2 14.29	2 14.29	3 25.00
3	11 20.37	4 28.57	4 28.57	1 7.14	2 16.67
4	13 24.07	1 7.14	4 28.57	6 42.86	2 16.67
5	5 9.26	1 7.14	1 7.14	1 7.14	2 16.67
6	2 3.70	-	-	1 7.14	1 8.33
7	1 1.85	1 7.14	-	-	-
8	1 1.85	-	-	1 7.14	-
MEAN	3.02	2.57	2.79	3.71	3.00
STD DEV	1.80	1.91	1.42	1.90	1.91
STD ERROR	0.244	0.510	0.381	0.507	0.550
MEDIAN	3	2	3	4	3

TABLE 54

Q.9: NUMBER OF SCREW-BASE SOCKETS - BEDROOM 2

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	9 16.67	3 21.43	2 14.29	1 7.14	3 25.00
1	13 24.07	3 21.43	4 28.57	3 21.43	3 25.00
2	17 31.48	4 28.57	4 28.57	4 28.57	5 41.67
3	6 11.11	1 7.14	2 14.29	3 21.43	-
4	4 7.41	1 7.14	2 14.29	1 7.14	-
5	4 7.41	1 7.14	-	2 14.29	1 8.33
6	1 1.85	1 7.14	-	-	-
MEAN	1.98	2.07	1.86	2.43	1.50
STD DEV	1.52	1.86	1.29	1.50	1.38
STD ERROR	0.207	0.497	0.345	0.402	0.399
MEDIAN	2	2	2	2	1

TABLE 55

Q.9: NUMBER OF SCREW-BASE SOCKETS - BEDROOM 3

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	23 42.59	6 42.86	6 42.86	7 50.00	4 33.33
1	6 11.11	2 14.29	1 7.14	2 14.29	1 8.33
2	13 24.07	1 7.14	3 21.43	3 21.43	6 50.00
3	8 14.81	3 21.43	4 28.57	1 7.14	-
5	2 3.70	-	-	1 7.14	1 8.33
6	1 1.85	1 7.14	-	-	-
8	1 1.85	1 7.14	-	-	-
MEAN	1.48	1.93	1.36	1.14	1.50
STD DEV	1.75	2.50	1.34	1.51	1.45
STD ERROR	0.238	0.667	0.357	0.404	0.417
MEDIAN	1	1	1	0	2

TABLE 56

Q.9: NUMBER OF SCREW-BASE SOCKETS - BEDROOM 4

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	47	12	11	13	11
	87.04	85.71	78.57	92.86	91.67
2	4	1	1	1	1
	7.41	7.14	7.14	7.14	8.33
3	2	-	2	-	-
	3.70		14.29		
6	1	1	-	-	-
	1.85	7.14			
MEAN	0.37	0.57	0.57	0.14	0.17
STD DEV	1.09	1.65	1.16	0.53	0.58
STD ERROR	0.148	0.441	0.309	0.143	0.167

TABLE 57

Q.9: NUMBER OF SCREW-BASE SOCKETS - HALLWAYS/FOYERS					
	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
=====	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	17	5	4	5	3
	31.48	35.71	28.57	35.71	25.00
1	8	1	3	3	1
	14.81	7.14	21.43	21.43	8.33
2	17	4	5	2	6
	31.48	28.57	35.71	14.29	50.00
3	3	2	-	-	1
	5.56	14.29			8.33
4	6	1	1	3	1
	11.11	7.14	7.14	21.43	8.33
5	3	1	1	1	-
	5.56	7.14	7.14	7.14	
MEAN	1.67	1.71	1.57	1.71	1.67
STD DEV	1.53	1.64	1.50	1.82	1.23
STD ERROR	0.208	0.438	0.402	0.485	0.355
MEDIAN	2	2	1	1	2

TABLE 58

Q.9: NUMBER OF SCREW-BASE SOCKETS - GARAGE, CARPORT, BOATHOUSE

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	38	7	10	11	10
	70.37	50.00	71.43	78.57	83.33
2	6	3	2	-	1
	11.11	21.43	14.29		8.33
3	2	2	-	-	-
	3.70	14.29			
4	3	1	-	1	1
	5.56	7.14		7.14	8.33
5	1	-	-	1	-
	1.85			7.14	
6	3	1	1	1	-
	5.56	7.14	7.14	7.14	
25	1	-	1	-	-
	1.85		7.14		
MEAN	1.44	1.57	2.50	1.07	0.50
STD DEV	3.72	1.91	6.69	2.16	1.24
STD ERROR	0.507	0.510	1.787	0.579	0.359

TABLE 59

Q.9: NUMBER OF SCREW-BASE SOCKETS - EXTERIOR OF HOUSE, YARD, PATIO, GARDEN, SECURITY, SIGNPOST

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	11 20.37	3 21.43	3 21.43	3 21.43	2 16.67
1	7 12.96	2 14.29	2 14.29	2 14.29	1 8.33
2	15 27.78	3 21.43	4 28.57	3 21.43	5 41.67
3	2 3.70	-	-	2 14.29	-
4	3 5.56	1 7.14	2 14.29	-	-
5	1 1.85	-	-	1 7.14	-
6	3 5.56	-	-	2 14.29	1 8.33
7	5 9.26	1 7.14	1 7.14	1 7.14	2 16.67
8	2 3.70	2 14.29	-	-	-
9	1 1.85	-	-	-	1 8.33
11	1 1.85	-	1 7.14	-	-
12	1 1.85	1 7.14	-	-	-
13	1 1.85	1 7.14	-	-	-

TABLE 59

Q.9: NUMBER OF SCREW-BASE SOCKETS - EXTERIOR OF HOUSE, YARD, PATIO, GARDEN, SECURITY, SIGNPOST

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
15	1	-	1	-	-
	1.85		7.14		
MEAN	3.50	4.29	3.64	2.71	3.33
STD DEV	3.68	4.50	4.47	2.40	3.06
STD ERROR	0.501	1.202	1.193	0.641	0.882
MEDIAN	2	2	2	2	2

TABLE 60

Q.9: NUMBER OF SCREW-BASE SOCKETS - BASEMENT

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	2	1	-	1	-
Total Answering	2	1	-	1	-
2	2	1	-	1	-
	100.00	100.00		100.00	
MEAN	2.00	2.00	-	2.00	-
MEDIAN	2	2	-	2	-

TABLE 61

Q.9: NUMBER OF SCREW-BASE SOCKETS - FLOOD LIGHTS

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	2	1	-	1	-
Total Answering	2	1	-	1	-
2	1	1	-	-	-
	50.00	100.00			
6	1	-	-	1	-
	50.00			100.00	
MEAN	4.00	2.00	-	6.00	-
STD DEV	2.83	-	-	-	-
STD ERROR	2.000	-	-	-	-
MEDIAN	2	2	-	6	-

TABLE 62

Q.9: NUMBER OF SCREW-BASE SOCKETS - OTHER

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	4	3	-	1	-
Total Answering	4	3	-	1	-
1	1	1	-	-	-
	25.00	33.33			
2	2	1	-	1	-
	50.00	33.33		100.00	
3	1	1	-	-	-
	25.00	33.33			
MEAN	2.00	2.00	-	2.00	-
STD DEV	0.82	1.00	-	-	-
STD ERROR	0.408	0.577	-	-	-
MEDIAN	2	2	-	2	-

TABLE 63

Q.9: NUMBER OF SCREW-BASE CFLS - KITCHEN OR DINETTE					
	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
=====	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	12	4	4	1	3
	22.22	28.57	28.57	7.14	25.00
1	7	4	1	2	-
	12.96	28.57	7.14	14.29	
2	10	3	1	2	4
	18.52	21.43	7.14	14.29	33.33
3	7	1	2	3	1
	12.96	7.14	14.29	21.43	8.33
4	9	-	4	3	2
	16.67		28.57	21.43	16.67
5	1	-	-	1	-
	1.85			7.14	
6	1	-	1	-	-
	1.85		7.14		
7	2	1	-	1	-
	3.70	7.14		7.14	
8	2	-	1	1	-
	3.70		7.14	7.14	
9	2	1	-	-	1
	3.70	7.14			8.33
11	1	-	-	-	1
	1.85				8.33
MEAN	2.85	2.07	2.79	3.36	3.25
STD DEV	2.69	2.70	2.46	2.24	3.47
STD ERROR	0.367	0.722	0.656	0.599	1.001
MEDIAN	2	1	3	3	2

TABLE 64

Q.9: NUMBER OF SCREW-BASE CFLS - MAIN BATHROOM

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	26 48.15	11 78.57	6 42.86	5 35.71	4 33.33
1	4 7.41	-	1 7.14	3 21.43	-
2	12 22.22	3 21.43	2 14.29	3 21.43	4 33.33
3	2 3.70	-	1 7.14	-	1 8.33
4	4 7.41	-	2 14.29	-	2 16.67
5	3 5.56	-	1 7.14	2 14.29	-
6	2 3.70	-	1 7.14	1 7.14	-
8	1 1.85	-	-	-	1 8.33
MEAN	1.57	0.43	1.93	1.79	2.25
STD DEV	2.00	0.85	2.13	2.08	2.34
STD ERROR	0.272	0.228	0.569	0.556	0.676
MEDIAN	1	0	1	1	2

TABLE 65

Q.9: NUMBER OF SCREW-BASE CFLS - SECONDARY BATHROOMS & SHOWER AREAS

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
=====	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	30 55.56	9 64.29	9 64.29	7 50.00	5 41.67
1	4 7.41	1 7.14	-	1 7.14	2 16.67
2	6 11.11	-	1 7.14	3 21.43	2 16.67
3	6 11.11	2 14.29	2 14.29	-	2 16.67
4	5 9.26	2 14.29	1 7.14	2 14.29	-
5	1 1.85	-	-	-	1 8.33
6	1 1.85	-	1 7.14	-	-
7	1 1.85	-	-	1 7.14	-
MEAN	1.33	1.07	1.29	1.57	1.42
STD DEV	1.82	1.64	1.98	2.14	1.62
STD ERROR	0.248	0.438	0.529	0.571	0.468
MEDIAN	0	0	0	0	1

TABLE 66

Q.9: NUMBER OF SCREW-BASE CFLS - LAUNDRY ROOM

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	42	11	13	10	8
	77.78	78.57	92.86	71.43	66.67
1	6	2	1	2	1
	11.11	14.29	7.14	14.29	8.33
2	6	1	-	2	3
	11.11	7.14		14.29	25.00
MEAN	0.33	0.29	0.07	0.43	0.58
STD DEV	0.67	0.61	0.27	0.76	0.90
STD ERROR	0.092	0.163	0.071	0.202	0.260

TABLE 67

Q.9: NUMBER OF SCREW-BASE CFLS - DINING ROOMS

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	37	12	10	6	9
	68.52	85.71	71.43	42.86	75.00
1	4	-	2	1	1
	7.41		14.29	7.14	8.33
2	6	1	1	3	1
	11.11	7.14	7.14	21.43	8.33
3	1	-	-	1	-
	1.85			7.14	
4	5	1	-	3	1
	9.26	7.14		21.43	8.33
7	1	-	1	-	-
	1.85		7.14		
MEAN	0.85	0.43	0.79	1.57	0.58
STD DEV	1.55	1.16	1.89	1.65	1.24
STD ERROR	0.210	0.309	0.505	0.441	0.358
MEDIAN	0	0	0	1	0

TABLE 68

Q.9: NUMBER OF SCREW-BASE CFLS - FAMILY ROOMS/ENTERTAINMENT ROOMS

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	15 27.78	5 35.71	4 28.57	3 21.43	3 25.00
1	5 9.26	3 21.43	1 7.14	1 7.14	-
2	11 20.37	3 21.43	2 14.29	3 21.43	3 25.00
3	2 3.70	1 7.14	1 7.14	-	-
4	12 22.22	1 7.14	3 21.43	4 28.57	4 33.33
5	2 3.70	-	-	2 14.29	-
6	2 3.70	-	1 7.14	1 7.14	-
7	1 1.85	1 7.14	-	-	-
9	1 1.85	-	1 7.14	-	-
10	1 1.85	-	-	-	1 8.33
12	1 1.85	-	-	-	1 8.33
14	1 1.85	-	1 7.14	-	-
MEAN	2.87	1.64	3.50	2.79	3.67
STD DEV	3.09	1.98	4.00	2.04	3.80
STD ERROR	0.421	0.530	1.068	0.547	1.096
MEDIAN	2	1	2	2	2

TABLE 69

Q.9: NUMBER OF SCREW-BASE CFLS - OFFICE/PROJECT ROOM					
	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	41	12	9	9	11
	75.93	85.71	64.29	64.29	91.67
1	3	1	-	2	-
	5.56	7.14		14.29	
2	5	-	4	1	-
	9.26		28.57	7.14	
4	5	1	1	2	1
	9.26	7.14	7.14	14.29	8.33
MEAN	0.61	0.36	0.86	0.86	0.33
STD DEV	1.25	1.08	1.29	1.46	1.15
STD ERROR	0.170	0.289	0.345	0.390	0.333

TABLE 70

Q.9: NUMBER OF SCREW-BASE CFLS - BEDROOM 1

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	18 33.33	7 50.00	6 42.86	1 7.14	4 33.33
1	8 14.81	2 14.29	1 7.14	4 28.57	1 8.33
2	10 18.52	3 21.43	2 14.29	3 21.43	2 16.67
3	6 11.11	1 7.14	2 14.29	1 7.14	2 16.67
4	7 12.96	-	3 21.43	3 21.43	1 8.33
5	4 7.41	1 7.14	-	1 7.14	2 16.67
6	1 1.85	-	-	1 7.14	-
MEAN	1.85	1.14	1.64	2.57	2.08
STD DEV	1.76	1.51	1.69	1.79	1.93
STD ERROR	0.240	0.404	0.452	0.477	0.557
MEDIAN	2	0	1	2	2

TABLE 71

Q.9: NUMBER OF SCREW-BASE CFLS - BEDROOM 2

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	18 33.33	7 50.00	4 28.57	3 21.43	4 33.33
1	16 29.63	4 28.57	5 35.71	5 35.71	2 16.67
2	14 25.93	2 14.29	4 28.57	3 21.43	5 41.67
3	4 7.41	-	1 7.14	3 21.43	-
4	1 1.85	1 7.14	-	-	-
5	1 1.85	-	-	-	1 8.33
MEAN	1.20	0.86	1.14	1.43	1.42
STD DEV	1.16	1.17	0.95	1.09	1.44
STD ERROR	0.157	0.312	0.254	0.291	0.417
MEDIAN	1	0	1	1	1

TABLE 72

Q.9: NUMBER OF SCREW-BASE CFLS - BEDROOM 3

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	37	13	10	8	6
	68.52	92.86	71.43	57.14	50.00
1	4	1	1	2	-
	7.41	7.14	7.14	14.29	
2	10	-	2	3	5
	18.52		14.29	21.43	41.67
3	1	-	1	-	-
	1.85		7.14		
4	1	-	-	1	-
	1.85			7.14	
5	1	-	-	-	1
	1.85				8.33
MEAN	0.67	0.07	0.57	0.86	1.25
STD DEV	1.15	0.27	1.02	1.23	1.54
STD ERROR	0.156	0.071	0.272	0.329	0.446

TABLE 73

Q.9: NUMBER OF SCREW-BASE CFLS - BEDROOM 4

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	48	13	11	13	11
	88.89	92.86	78.57	92.86	91.67
2	5	1	2	1	1
	9.26	7.14	14.29	7.14	8.33
3	1	-	1	-	-
	1.85		7.14		
MEAN	0.24	0.14	0.50	0.14	0.17
STD DEV	0.70	0.53	1.02	0.53	0.58
STD ERROR	0.095	0.143	0.272	0.143	0.167

TABLE 74

Q.9: NUMBER OF SCREW-BASE CFLS - HALLWAYS/FOYERS

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	28	9	7	7	5
	51.85	64.29	50.00	50.00	41.67
1	7	2	3	2	-
	12.96	14.29	21.43	14.29	
2	13	3	2	2	6
	24.07	21.43	14.29	14.29	50.00
4	5	-	1	3	1
	9.26		7.14	21.43	8.33
5	1	-	1	-	-
	1.85		7.14		
MEAN	1.07	0.57	1.14	1.29	1.33
STD DEV	1.39	0.85	1.61	1.64	1.30
STD ERROR	0.189	0.228	0.430	0.438	0.376
MEDIAN	0	0	0	0	2

TABLE 75

Q.9: NUMBER OF SCREW-BASE CFLS - GARAGE, CARPORT, BOATHOUSE

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
=====	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	45	12	11	11	11
	83.33	85.71	78.57	78.57	91.67
1	2	1	1	-	-
	3.70	7.14	7.14		
2	4	1	1	1	1
	7.41	7.14	7.14	7.14	8.33
4	1	-	-	1	-
	1.85			7.14	
5	1	-	-	1	-
	1.85			7.14	
25	1	-	1	-	-
	1.85		7.14		
MEAN	0.81	0.21	2.00	0.79	0.17
STD DEV	3.50	0.58	6.64	1.67	0.58
STD ERROR	0.476	0.155	1.776	0.447	0.167

TABLE 76

Q.9: NUMBER OF SCREW-BASE CFLS - EXTERIOR OF HOUSE, YARD, PATIO, GARDEN, SECURITY, SIGNPOST

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	54	14	14	14	12
Total Answering	54	14	14	14	12
0	28 51.85	8 57.14	8 57.14	7 50.00	5 41.67
1	4 7.41	1 7.14	1 7.14	1 7.14	1 8.33
2	10 18.52	1 7.14	2 14.29	2 14.29	5 41.67
3	3 5.56	2 14.29	-	1 7.14	-
4	4 7.41	2 14.29	1 7.14	1 7.14	-
5	2 3.70	-	1 7.14	1 7.14	-
6	2 3.70	-	1 7.14	1 7.14	-
9	1 1.85	-	-	-	1 8.33
MEAN	1.48	1.21	1.43	1.64	1.67
STD DEV	2.03	1.63	2.10	2.10	2.50
STD ERROR	0.277	0.434	0.562	0.561	0.721
MEDIAN	0	0	0	0	1

TABLE 77

Q.9: NUMBER OF SCREW-BASE CFLS - BASEMENT

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	2	1	-	1	-
Total Answering	2	1	-	1	-
0	2	1	-	1	-
	100.00	100.00		100.00	
MEAN	0.00	0.00	-	0.00	-

TABLE 78

Q.9: NUMBER OF SCREW-BASE CFLS - FLOOD LIGHTS

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	2	1	-	1	-
Total Answering	2	1	-	1	-
0	2	1	-	1	-
	100.00	100.00		100.00	
MEAN	0.00	0.00	-	0.00	-

TABLE 79

Q.9: NUMBER OF SCREW-BASE CFLS - OTHER

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	4	3	-	1	-
Total Answering	4	3	-	1	-
0	1	1	-	-	-
	25.00	33.33			
1	2	2	-	-	-
	50.00	66.67			
2	1	-	-	1	-
	25.00		100.00		
MEAN	1.00	0.67	-	2.00	-
STD DEV	0.82	0.58	-	-	-
STD ERROR	0.408	0.333	-	-	-
MEDIAN	1	1	-	2	-

TABLE 80

Q.12: LIKELIHOOD TO RECOMMEND COMPACT FLUORESCENT LIGHT BULBS TO FAMILY OR FRIENDS

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Top-2-Box (Net)	53	14	13	14	12
-----	98.15	100.00	92.86	100.00	100.00
Very likely (4)	41	10	12	11	8
	75.93	71.43	85.71	78.57	66.67
Somewhat likely (3)	12	4	1	3	4
	22.22	28.57	7.14	21.43	33.33
Bottom-2-Box (Net)	1	-	1	-	-
-----	1.85		7.14		
Somewhat unlikely (2)	1	-	1	-	-
	1.85		7.14		
Very unlikely (1)	-	-	-	-	-
Don't know	-	-	-	-	-
MEAN	3.74	3.71	3.79	3.79	3.67
STD DEV	0.48	0.47	0.58	0.43	0.49
STD ERROR	0.066	0.125	0.155	0.114	0.142

TABLE 81

Q.13: ARE THERE SOME CFL TYPES SO DISLIKED THAT YOU WOULD NOT ADVISE FRIENDS TO BUY

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Yes	10	2	2	3	3
	18.52	14.29	14.29	21.43	25.00
No	44	12	12	11	9
	81.48	85.71	85.71	78.57	75.00

TABLE 82

Q.13A: REASONS THERE ARE SOME CFLS WOULD ADVISE FRIENDS NOT TO BUY

Base: Yes, some CFL types would advise friends NOT to buy

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	10	2	2	3	3
Total Answering	10	2	2	3	3
Slow to illuminate	4 40.00	2 100.00	-	1 33.33	1 33.33
Not bright enough	1 10.00	-	-	-	1 33.33
Dislikes color/shade of light	1 10.00	-	-	1 33.33	-
Too bulky/ shape/ size	3 30.00	-	2 100.00	-	1 33.33
N/A	1 10.00	-	-	1 33.33	-
Other	2 20.00	1 50.00	-	1 33.33	-

TABLE 83

Q.14: LIKELIHOOD TO PURCHASE COMPACT FLUORESCENT LIGHT BULBS IN THE FUTURE

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Top-3-Box (Net)	44	12	10	12	10
-----	81.48	85.71	71.43	85.71	83.33
Top-2-Box (Subnet)	40	10	9	11	10
-----	74.07	71.43	64.29	78.57	83.33
10 - Extremely likely	36	9	8	10	9
	66.67	64.29	57.14	71.43	75.00
9 -	4	1	1	1	1
	7.41	7.14	7.14	7.14	8.33
8 -	4	2	1	1	-
	7.41	14.29	7.14	7.14	
7 -	3	-	1	2	-
	5.56		7.14	14.29	
6 -	2	-	1	-	1
	3.70		7.14		8.33
5 -	5	2	2	-	1
	9.26	14.29	14.29		8.33
4 -	-	-	-	-	-
3 -	-	-	-	-	-
Bottom-3-Box (Net)	-	-	-	-	-
-----					
2 -	-	-	-	-	-
Bottom-2-Box (Subnet)	-	-	-	-	-
-----					

TABLE 83

Q.14: LIKELIHOOD TO PURCHASE COMPACT FLUORESCENT LIGHT BULBS IN THE FUTURE

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
1 -	-	-	-	-	-
0 - Not at all likely	-	-	-	-	-
Don't know	-	-	-	-	-
MEAN	9.00	8.93	8.57	9.36	9.17
STD DEV	1.68	1.82	1.99	1.15	1.75
STD ERROR	0.229	0.486	0.532	0.308	0.505
MEDIAN	10	10	10	10	10

TABLE 84

Q.15: RATING FOR THE IMPORTANCE OF STATEMENT IN DECIDING TO PURCHASE COMPACT FLUORESCENT LIGHT BULBS - INFORMATION YOU RECEIVED FROM PROGRESS ENERGY BY MAIL  
 SUCH AS A BILL INSERT

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
	=====	=====	=====	=====	=====
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Top-3-Box (Net)	19	4	5	4	6
-----	35.19	28.57	35.71	28.57	50.00
Top-2-Box (Subnet)	13	4	2	3	4
-----	24.07	28.57	14.29	21.43	33.33
10 - Extremely important	11	4	2	3	2
	20.37	28.57	14.29	21.43	16.67
9 -	2	-	-	-	2
	3.70				16.67
8 -	6	-	3	1	2
	11.11		21.43	7.14	16.67
7 -	2	-	2	-	-
	3.70		14.29		
6 -	2	1	-	1	-
	3.70	7.14		7.14	
5 -	9	3	2	3	1
	16.67	21.43	14.29	21.43	8.33
4 -	-	-	-	-	-
3 -	1	-	-	-	1
	1.85				8.33
Bottom-3-Box (Net)	18	5	5	5	3
-----	33.33	35.71	35.71	35.71	25.00
2 -	4	-	2	1	1
	7.41		14.29	7.14	8.33
Bottom-2-Box (Subnet)	14	5	3	4	2
-----	25.93	35.71	21.43	28.57	16.67

TABLE 84

Q.15: RATING FOR THE IMPORTANCE OF STATEMENT IN DECIDING TO PURCHASE COMPACT FLUORESCENT LIGHT BULBS - INFORMATION YOU RECEIVED FROM PROGRESS ENERGY BY MAIL  
 SUCH AS A BILL INSERT

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
1 -	1	1	-	-	-
	1.85	7.14			
0 - Not at all important	13	4	3	4	2
	24.07	28.57	21.43	28.57	16.67
Don't know	3	1	-	1	1
	5.56	7.14		7.14	8.33
MEAN	5.08	4.77	5.14	4.69	5.82
STD DEV	3.88	4.25	3.70	4.01	3.95
STD ERROR	0.543	1.178	0.988	1.112	1.189
MEDIAN	5	5	5	5	8

TABLE 85

Q.15: RATING FOR THE IMPORTANCE OF STATEMENT IN DECIDING TO PURCHASE COMPACT FLUORESCENT LIGHT BULBS - STORE DISPLAYS ABOUT CFLS PROVIDED BY PROGRESS ENERGY

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Top-3-Box (Net)	25	7	6	6	6
-----	46.30	50.00	42.86	42.86	50.00
Top-2-Box (Subnet)	21	6	5	5	5
-----	38.89	42.86	35.71	35.71	41.67
10 - Extremely important	20	6	5	4	5
	37.04	42.86	35.71	28.57	41.67
9 -	1	-	-	1	-
	1.85			7.14	
8 -	4	1	1	1	1
	7.41	7.14	7.14	7.14	8.33
7 -	8	2	3	3	-
	14.81	14.29	21.43	21.43	
6 -	-	-	-	-	-
5 -	6	2	2	1	1
	11.11	14.29	14.29	7.14	8.33
4 -	1	1	-	-	-
	1.85	7.14			
3 -	3	-	-	-	3
	5.56				25.00
Bottom-3-Box (Net)	9	2	3	2	2
-----	16.67	14.29	21.43	14.29	16.67
2 -	2	-	1	-	1
	3.70		7.14		8.33
Bottom-2-Box (Subnet)	7	2	2	2	1
-----	12.96	14.29	14.29	14.29	8.33

TABLE 85

Q.15: RATING FOR THE IMPORTANCE OF STATEMENT IN DECIDING TO PURCHASE COMPACT FLUORESCENT LIGHT BULBS - STORE DISPLAYS ABOUT CFLS PROVIDED BY PROGRESS ENERGY

	Region				
	Total A	Northern B	Eastern C	Western D	Southern E
1 -	1 1.85	-	1 7.14	-	-
0 - Not at all important	6 11.11	2 14.29	1 7.14	2 14.29	1 8.33
Don't know	2 3.70	-	-	2 14.29	-
MEAN	6.63	6.86	6.57	6.92	6.17
STD DEV	3.55	3.61	3.52	3.60	3.86
STD ERROR	0.492	0.966	0.942	1.041	1.114
MEDIAN	7	7	7	7	5

TABLE 86

Q.DEM1: AGE					
	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
=====	=====	=====	=====	=====	=====
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
18 to 24	4	1	1	2	-
	7.41	7.14	7.14	14.29	
25 to 34	6	2	-	2	2
	11.11	14.29		14.29	16.67
35 to 44	5	1	1	1	2
	9.26	7.14	7.14	7.14	16.67
45 to 54	13	3	4	3	3
	24.07	21.43	28.57	21.43	25.00
55 to 64	21	6	5	6	4
	38.89	42.86	35.71	42.86	33.33
65 years old or over	5	1	3	-	1
	9.26	7.14	21.43		8.33

TABLE 87

Q.DEM2: GENDER

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Male	34	9	10	8	7
	62.96	64.29	71.43	57.14	58.33
Female	20	5	4	6	5
	37.04	35.71	28.57	42.86	41.67

TABLE 88

Q.INHOME\_1: OFFER FOR A VISIT TO HOMES FOR LIGHTING STUDY

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
=====	=====	=====	=====	=====	=====
Total Respondents	54	14	14	14	12
Total Answering	54	14	14	14	12
Continue	39	10	9	13	7
	72.22	71.43	64.29	92.86	58.33
Other Comments	-	-	-	-	-
Refused to continue	15	4	5	1	5
	27.78	28.57	35.71	7.14	41.67

TABLE 89

Q.INHOME\_2: RESEARCH INVOLVES DEMONSTRATION TO RESIDENT OF SEVERAL LIGHTING TECHNOLOGIES

Base: Interested in hearing more

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	39	10	9	13	7
Total Answering	39	10	9	13	7
Yes	16	4	4	5	3
	41.03	40.00	44.44	38.46	42.86
No	22	6	4	8	4
	56.41	60.00	44.44	61.54	57.14
Not sure	1	-	1	-	-
	2.56		11.11		

TABLE 90

Q.INHOME\_3: CAN ONE OF OUR RESEARCHERS CONTACT YOU

Base: Interested in hearing more

	Region				
	Total	Northern	Eastern	Western	Southern
	A	B	C	D	E
	=====	=====	=====	=====	=====
Total	17	4	5	5	3
Total Answering	17	4	5	5	3
Yes	15	4	3	5	3
	88.24	100.00	60.00	100.00	100.00
No	1	-	1	-	-
	5.88		20.00		
Will have to check with others (spouses, roommates, etc.) please call back	1	-	1	-	-
	5.88		20.00		
Not this month, but maybe in the future	-	-	-	-	-
Refused	-	-	-	-	-

## **Appendix C-3: General Population Survey Results**

**11301 : PY2 PEC General Population Lighting Survey****Topline****Wed Nov 9 12:21:00 EST 2011**[Open in MS Word](#) | [Open in MS Excel](#)

S1. According to our records Progress Energy is your electrical service provider, is this still correct?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Yes, Progress Energy	605 100%	158 100%	250 100%	131 100%	66 100%
No, Someone Else	- 0%	- 0%	- 0%	- 0%	- 0%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
<b>MEAN</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

QUAL. Question text goes here.

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
Reached this point	605 100%	158 100%	250 100%	131 100%	66 100%
Did not reach this point	- 0%	- 0%	- 0%	- 0%	- 0%

ARP1A. Before I ask you about lighting I have a few questions regarding appliances. Have you discarded a refrigerator or freezer since April 2010? By discard, we mean getting rid of it either by selling it, giving it away, having someone pick it up, or taking it to the dump or a recycling center.

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Yes, refrigerator(s)	48 8%	12 8%	21 8%	11 8%	4 6%
Yes, freezer(s)	10 2%	3 2%	4 2%	1 1%	2 3%
Yes, both appliances	13 2%	3 2%	5 2%	4 3%	1 2%

No	529 87%	138 87%	217 87%	115 88%	59 89%
Don't Know	5 1%	2 1%	3 1%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	4	4	4	4	4

ARP1B. Have you EVER gotten an incentive payment from Progress Energy for recycling a refrigerator or freezer?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	71 12%	18 11%	30 12%	16 12%	7 11%
Yes	9 1%	2 1%	5 2%	2 2%	- 0%
No	59 10%	16 10%	23 9%	13 10%	7 11%
Don't Know	3 0%	- 0%	2 1%	1 1%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

ARP2. Did the appliance(s) work?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	59 10%	16 10%	23 9%	13 10%	7 11%
Yes	42 7%	11 7%	19 8%	7 5%	5 8%
No	16 3%	5 3%	4 2%	5 4%	2 3%
Don't Know	1 0%	- 0%	- 0%	1 1%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	2	1

ARP3. Did you have the [APPLIANCE\_INSERT1] picked up through a Progress Energy Carolinas Appliance Recycling program?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	42 7%	11 7%	19 8%	7 5%	5 8%
Yes	- 0%	- 0%	- 0%	- 0%	- 0%
No	41 7%	10 6%	19 8%	7 5%	5 8%
Don't Know	1 0%	1 1%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

ARP4. In case you didn't know, Progress Energy Carolinas offers an incentive to pick up and recycle old, operating refrigerators and freezers. A contractor would have picked it up at your home and you would have been paid \$50 later in the mail. Are you sure your [APPLIANCE\_INSERT1] [APPLIANCE\_INSERT2] picked up by the utility program?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	42 7%	11 7%	19 8%	7 5%	5 8%
Yes, I'm sure it wasn't picked up by the program or I received no incentive	30 5%	7 4%	12 5%	7 5%	4 6%
No, I did get the incentive check	10 2%	3 2%	6 2%	- 0%	1 2%
I still don't know for sure	2 0%	1 1%	1 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

	-	-	-	-	-
MEAN	1	1	1	1	1

ARP5. For the rest of the survey, I'd like you to focus on just the appliance you discarded most recently. Please tell me if that was a refrigerator or a freezer?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	8 1%	2 1%	3 1%	2 2%	1 2%
Refrigerator	8 1%	2 1%	3 1%	2 2%	1 2%
Freezer	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	1	1

ARP6A. At the time you discarded it, approximately how old was the [APPLIANCE\_INSERT]? (USE 98 FOR DON'T KNOW AND 99 FOR REFUSED.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	30	7	12	7	4
Minimum value	0	6	0	3	16
Maximum value	98	98	98	98	60
Mean value	28	22	32	26	29
<b>FREQUENCIES:</b>					

-1	575 95.0%	151 95.6%	238 95.2%	124 94.7%	62 93.9%
0	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
3	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
4	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
6	3 0.5%	2 1.3%	- 0.0%	1 0.8%	- 0.0%

8	2 0.3%	1 0.6%	1 0.4%	- 0.0%	- 0.0%
10	2 0.3%	- 0.0%	2 0.8%	- 0.0%	- 0.0%
12	3 0.5%	2 1.3%	1 0.4%	- 0.0%	- 0.0%
13	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
15	5 0.8%	1 0.6%	1 0.4%	3 2.3%	- 0.0%
16	1 0.2%	- 0.0%	- 0.0%	- 0.0%	1 1.5%
18	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
20	2 0.3%	- 0.0%	- 0.0%	- 0.0%	2 3.0%
32	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
60	1 0.2%	- 0.0%	- 0.0%	- 0.0%	1 1.5%
98	5 0.8%	1 0.6%	3 1.2%	1 0.8%	- 0.0%

ARP6B. For the majority of the time before you recycled it, where within your home was the [APPLIANCE\_INSERT] located?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	30 5%	7 4%	12 5%	7 5%	4 6%
Kitchen	24 4%	5 3%	11 4%	6 5%	2 3%
Garage	2 0%	1 1%	1 0%	- 0%	- 0%
Porch/patio	1 0%	- 0%	- 0%	- 0%	1 2%
Basement	- 0%	- 0%	- 0%	- 0%	- 0%
Other (Specify)	3 0%	1 1%	- 0%	1 1%	1 2%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	1	2	3

ARP6B\_5\_ANNOTATE. 5. Other (Specify) ... FOR ARP6B

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	3	1	-	1	1
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	3 0%	1 1%	- 0%	1 1%	1 2%
001 - Kitchen	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Garage	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Porch/patio	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Basement	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Storage room	1 0%	- 0%	- 0%	- 0%	1 2%
009 - Utility Room	1 0%	1 1%	- 0%	- 0%	- 0%
010 - Other	1 0%	- 0%	- 0%	1 1%	- 0%

ARP7. How would you describe the condition of the [APPLIANCE\_INSERT] you got rid of?  
Would you say ...(READ LIST)? (RECORD ONE RESPONSE ONLY.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	30 5%	7 4%	12 5%	7 5%	4 6%
It worked and was in good physical condition	19 3%	4 3%	8 3%	4 3%	3 5%
It worked but needed minor repairs (Example: door seal or handle)	7 1%	1 1%	3 1%	3 2%	- 0%
It didn't work, but remained plugged in	2 0%	1 1%	- 0%	- 0%	1 2%
It didn't work and was unplugged	2 0%	1 1%	1 0%	- 0%	- 0%
(DO NOT READ)	-	-	-	-	-

Don't Know	0%	0%	0%	0%	0%
(DO NOT READ)	-	-	-	-	-
Refused	0%	0%	0%	0%	0%
	-	-	-	-	-
MEAN	2	2	2	1	2

ARP8. Did you decide to discard it because you...(READ LIST)?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	30 5%	7 4%	12 5%	7 5%	4 6%
Got a brand new ENERGY STAR to replace it	16 3%	3 2%	8 3%	3 2%	2 3%
Got a brand new non-ENERGY STAR to replace it	6 1%	2 1%	2 1%	2 2%	- 0%
Got a used to replace it	5 1%	2 1%	1 0%	2 2%	- 0%
Or because you no longer wanted a and did not replace it	2 0%	- 0%	1 0%	- 0%	1 2%
(DO NOT READ) Don't Know	1 0%	- 0%	- 0%	- 0%	1 2%
(DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	3

ARP9. Did you buy your replacement appliance from a national retailer, a local retailer or an individual?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	27 4%	7 4%	11 4%	7 5%	2 3%
National Retailer	13 2%	3 2%	6 2%	2 2%	2 3%
Local Retailer	7 1%	1 1%	4 2%	2 2%	- 0%
Individual	4 1%	1 1%	- 0%	3 2%	- 0%
Don't Know	3 0%	2 1%	1 0%	- 0%	- 0%

Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	1

ARP10. What would you estimate the age of your replacement appliance to be? (USE 98 FOR DON'T KNOW AND 99 FOR REFUSED.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	4	1	-	3	-
Minimum value	1	2	-	1	-
Maximum value	15	2	-	15	-
Mean value	7	2	-	9	-

**FREQUENCIES:**

-1	601 99.3%	157 99.4%	250 100.0%	128 97.7%	66 100.0%
1	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
2	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
11	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
15	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%

ARP11. How did you dispose of your old [APPLIANCE\_INSERT]? (IF NECESSARY, SAY: Did you give it away or sell it?)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	30 5%	7 4%	12 5%	7 5%	4 6%
Took it to a recycler or scrap dealer	4 1%	- 0%	1 0%	2 2%	1 2%
Took it to the dump or threw it away	3 0%	1 1%	1 0%	1 1%	- 0%
Sold it to a friend, acquaintance or relative	- 0%	- 0%	- 0%	- 0%	- 0%
Sold it to a used	-	-	-	-	-

refrigerator/freezer dealer	0%	0%	0%	0%	0%
Sold it via garage sale, estate sale, or newspaper ad	- 0%	- 0%	- 0%	- 0%	- 0%
Gave it away to a friend or family member	11 2%	4 3%	3 1%	3 2%	1 2%
Left it out on the curb with a free sign on it	- 0%	- 0%	- 0%	- 0%	- 0%
Hired someone to pick it up (for junking or dumping)	1 0%	- 0%	- 0%	- 0%	1 2%
Dealer I bought a new one from took it away	4 1%	1 1%	3 1%	- 0%	- 0%
Left it behind when moved (for new occupant)	- 0%	- 0%	- 0%	- 0%	- 0%
Called utility's appliance recycling program	1 0%	- 0%	1 0%	- 0%	- 0%
Still have it	1 0%	- 0%	- 0%	- 0%	1 2%
Other (Specify)	4 1%	1 1%	2 1%	1 1%	- 0%
Don't Know	1 0%	- 0%	1 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

ARP11\_13\_ANNOTATE. 13. Other (Specify) ... FOR ARP11

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	4	1	2	1	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
<b>Total coded</b>	4 1%	1 1%	2 1%	1 1%	- 0%
001 - Took it to a recycler or scrap dealer	1 0%	- 0%	1 0%	- 0%	- 0%
002 - Took it to the dump or threw it away	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Sold it to a friend, acquaintance or relative	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Sold it to a used refrigerator/freezer dealer	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Sold it via garage sale, estate sale, or newspaper ad	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Gave it away to a friend or family member	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Left it out on the curb	-	-	-	-	-

with a free sign on it	0%	0%	0%	0%	0%
008 - Hired someone to pick it up (for junking or dumping)	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Dealer I bought a new one from took it away	1 0%	1 1%	- 0%	- 0%	- 0%
010 - Left it behind when moved (for new occupant)	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Called utility's appliance recycling program	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Still have it	1 0%	- 0%	1 0%	- 0%	- 0%
014 - Donated/Charity	1 0%	- 0%	- 0%	1 1%	- 0%
015 - Other	- 0%	- 0%	- 0%	- 0%	- 0%
098 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
099 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%

CFL1. Before today, have you heard of a type of energy efficient light bulb called a compact fluorescent light bulb or CFL for short?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Yes	466 77%	122 77%	189 76%	96 73%	59 89%
No	128 21%	34 22%	55 22%	32 24%	7 11%
Don't Know	11 2%	2 1%	6 2%	3 2%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	1	1

CFL2A. Compact fluorescent light bulbs - also known as CFLs - usually do not look like regular incandescent light bulbs. The most common type of CFL has a glass tube bent into a spiral, resembling soft-serve ice cream, and it fits in a regular light bulb socket. Before today, were you familiar with CFLs? (DO NOT READ LIST)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total</b>	139	36	61	35	7

<b>answering</b>	23%	23%	24%	27%	11%
Yes	67 11%	18 11%	33 13%	12 9%	4 6%
No	71 12%	18 11%	27 11%	23 18%	3 5%
Don't Know	1 0%	- 0%	1 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	1	2	1

CFL2B. How familiar are you with CFLs? Would you say that you are ...(READ LIST)?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	533 88%	140 89%	222 89%	108 82%	63 95%
Very familiar	226 37%	60 38%	92 37%	40 31%	34 52%
Somewhat familiar	184 30%	50 32%	75 30%	39 30%	20 30%
Not too familiar	85 14%	20 13%	36 14%	20 15%	9 14%
Not at all familiar	31 5%	9 6%	15 6%	7 5%	- 0%
(DO NOT READ) Don't Know	7 1%	1 1%	4 2%	2 2%	- 0%
(DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

CFL3. While most compact fluorescent light bulbs are spiral shaped, they also come in other shapes and some have special features. Some other CFL types look like 'regular' incandescent bulbs, such as globes and floodlights. How familiar are you with these types of CFLs? Would you say that you are...(READ LIST)?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	495 82%	130 82%	203 81%	99 76%	63 95%

Very familiar	124 20%	35 22%	52 21%	17 13%	20 30%
Somewhat familiar	174 29%	43 27%	76 30%	35 27%	20 30%
Not too familiar	93 15%	20 13%	34 14%	27 21%	12 18%
Not at all familiar	101 17%	30 19%	41 16%	20 15%	10 15%
(DO NOT READ) Don't Know	3 0%	2 1%	- 0%	- 0%	1 2%
(DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	3	2

CFL4. In addition, some CFLs also work in dimmable lamps and fixtures. How familiar are you with dimmable CFLs? Would you say that you are...(READ LIST)?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	495 82%	130 82%	203 81%	99 76%	63 95%
Very familiar	102 17%	27 17%	50 20%	11 8%	14 21%
Somewhat familiar	134 22%	40 25%	48 19%	28 21%	18 27%
Not too familiar	79 13%	18 11%	30 12%	20 15%	11 17%
Not at all familiar	177 29%	43 27%	75 30%	40 31%	19 29%
(DO NOT READ) Don't Know	3 0%	2 1%	- 0%	- 0%	1 2%
(DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	3	3	3	3	3

CFL5. Have you heard of the Twist and Save Program offered by Progress Energy, which provides discounts on CFLs for your home?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	495 82%	130 82%	203 81%	99 76%	63 95%
Yes	87 14%	23 15%	30 12%	15 11%	19 29%
No	401 66%	106 67%	171 68%	81 62%	43 65%
Don't Know	7 1%	1 1%	2 1%	3 2%	1 2%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

CFL6. Were you aware that Progress Energy provides discounts on CFLs for your home?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	408 67%	107 68%	173 69%	84 64%	44 67%
Yes	21 3%	7 4%	11 4%	2 2%	1 2%
No	386 64%	99 63%	162 65%	82 63%	43 65%
Don't Know	1 0%	1 1%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

CFL7. Are you aware of the federal light bulb regulations that require certain light bulbs to be more efficient beginning in January of 2012?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	495 82%	130 82%	203 81%	99 76%	63 95%
Yes	215 36%	58 37%	87 35%	42 32%	28 42%
No	274 45%	70 44%	113 45%	57 44%	34 52%

Don't Know	6 1%	2 1%	3 1%	- 0%	1 2%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

CFL8. In your own words, how would you describe the changes in the light bulb regulations?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	215	58	87	42	28
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	215 36%	58 37%	87 35%	42 32%	28 42%
002 - Energy efficient comments	13 2%	3 2%	8 3%	1 1%	1 2%
003 - Good / Good thing / Good idea / Good change / Great	36 6%	12 8%	18 7%	1 1%	5 8%
004 - Agree with it comments	2 0%	1 1%	1 0%	- 0%	- 0%
005 - In favor of it comments	5 1%	- 0%	3 1%	- 0%	2 3%
006 - A step in the right direction comments	2 0%	- 0%	1 0%	- 0%	1 2%
007 - Like the spiral bulbs	2 0%	1 1%	1 0%	- 0%	- 0%
008 - Okay with it comments	13 2%	2 1%	4 2%	5 4%	2 3%
009 - Very good comments	2 0%	1 1%	1 0%	- 0%	- 0%
010 - Provides efficient lighting	3 0%	- 0%	2 1%	- 0%	1 2%
011 - Will be beneficial comments	4 1%	1 1%	2 1%	- 0%	1 2%
012 - Bulbs will last longer	4 1%	2 1%	- 0%	1 1%	1 2%
013 - General: Positive / Positive idea comments	3 0%	1 1%	2 1%	- 0%	- 0%
014 - Benefits the customer	2 0%	1 1%	- 0%	1 1%	- 0%
015 - Helping the environment	1 0%	- 0%	- 0%	1 1%	- 0%

016 - Awesome / Wonderful / Great for humanity	2 0%	- 0%	2 1%	- 0%	- 0%
017 - Saves energy / Saves money / Cuts down on energy use	35 6%	12 8%	14 6%	3 2%	6 9%
018 - Mercury / Health issues comments	10 2%	1 1%	3 1%	2 2%	4 6%
019 - Government invading our homes/lives comments	17 3%	5 3%	6 2%	5 4%	1 2%
020 - Sorry / Stupid comments	7 1%	1 1%	4 2%	2 2%	- 0%
021 - Not in favor of it comments	7 1%	1 1%	3 1%	3 2%	- 0%
022 - Burns out too soon comments	4 1%	1 1%	2 1%	1 1%	- 0%
023 - Not too familiar	9 1%	5 3%	- 0%	4 3%	- 0%
024 - Don't like the CFLs	3 0%	1 1%	1 0%	1 1%	- 0%
025 - Expensive / Price / Cost comments	12 2%	3 2%	4 2%	5 4%	- 0%
026 - Light isn't good / Not as bright comments	8 1%	1 1%	3 1%	2 2%	2 3%
027 - Incandescents / Regular bulbs are better	4 1%	- 0%	3 1%	- 0%	1 2%
028 - Being forced on us comments	4 1%	2 1%	1 0%	1 1%	- 0%
029 - Worried about discarding them	4 1%	2 1%	1 0%	1 1%	- 0%
030 - Need to be more knowledgeable about CFLs	3 0%	1 1%	2 1%	- 0%	- 0%
031 - People should make their own choices comments	9 1%	2 1%	2 1%	2 2%	3 5%
032 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
033 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
034 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
035 - Other	15 2%	1 1%	6 2%	5 4%	3 5%
095 - Don't like it	9 1%	2 1%	1 0%	3 2%	3 5%
096 - No opinion	10 2%	7 4%	2 1%	1 1%	- 0%
097 - Nothing	- 0%	- 0%	- 0%	- 0%	- 0%
098 - Don't know	3	1	1	1	-

	0%	1%	0%	1%	0%
099 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%

CP1. Since January 2011, have you or others in your household purchased any CFLs to use in your home?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	495 82%	130 82%	203 81%	99 76%	63 95%
Yes	287 47%	84 53%	114 46%	49 37%	40 61%
No	200 33%	44 28%	89 36%	47 36%	20 30%
Don't Know	8 1%	2 1%	- 0%	3 2%	3 5%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	2	1

CP2. About how many CFLs have you purchased since January 2011 to use in your home, including both spiral shaped CFLs and specialty CFLs? If a package contained multiple CFLs, please count EACH CFL bulb separately, NOT THE NUMBER OF PACKAGES. (USE 0 FOR NONE, 98 FOR DON'T KNOW, AND 99 FOR REFUSED.)(IF RESPONDENT IS UNSURE OF HOW MANY CFLs PURCHASED, ASK THEM TO GIVE THEIR BEST GUESS.)(IF NECESSARY, SAY: As I mentioned before, Specialty CFLs are efficient light bulbs like flood lights, reflectors or globe bulbs, that have specialized uses, like bathroom vanities, recessed indoor lighting, outdoor lighting etc,)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	287	84	114	49	40
Minimum value	0	0	0	0	0
Maximum value	99	98	99	98	98
Mean value	13	11	15	14	12

**FREQUENCIES:**

-1	318 52.6%	74 46.8%	136 54.4%	82 62.6%	26 39.4%
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0	6 1.0%	1 0.6%	2 0.8%	2 1.5%	1 1.5%
1	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
2	11 1.8%	2 1.3%	5 2.0%	1 0.8%	3 4.5%
3	9 1.5%	3 1.9%	5 2.0%	1 0.8%	- 0.0%
4	28 4.6%	8 5.1%	11 4.4%	2 1.5%	7 10.6%
5	7 1.2%	4 2.5%	2 0.8%	1 0.8%	- 0.0%
6	50 8.3%	21 13.3%	19 7.6%	4 3.1%	6 9.1%
7	4 0.7%	1 0.6%	2 0.8%	1 0.8%	- 0.0%
8	26 4.3%	7 4.4%	9 3.6%	6 4.6%	4 6.1%
9	4 0.7%	1 0.6%	2 0.8%	- 0.0%	1 1.5%
10	32 5.3%	9 5.7%	14 5.6%	5 3.8%	4 6.1%
11	2 0.3%	- 0.0%	1 0.4%	1 0.8%	- 0.0%
12	39 6.4%	10 6.3%	14 5.6%	11 8.4%	4 6.1%
14	3 0.5%	- 0.0%	2 0.8%	1 0.8%	- 0.0%
15	10 1.7%	5 3.2%	4 1.6%	1 0.8%	- 0.0%
16	6 1.0%	2 1.3%	2 0.8%	- 0.0%	2 3.0%
18	4 0.7%	- 0.0%	2 0.8%	2 1.5%	- 0.0%
20	17 2.8%	4 2.5%	6 2.4%	3 2.3%	4 6.1%
24	5 0.8%	1 0.6%	- 0.0%	2 1.5%	2 3.0%
26	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
30	6 1.0%	3 1.9%	1 0.4%	1 0.8%	1 1.5%
32	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
40	2 0.3%	1 0.6%	1 0.4%	- 0.0%	- 0.0%
50	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
60	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
70	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
75	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
80	2 0.3%	- 0.0%	2 0.8%	- 0.0%	- 0.0%

98	5 0.8%	1 0.6%	2 0.8%	1 0.8%	1 1.5%
99	2 0.3%	- 0.0%	2 0.8%	- 0.0%	- 0.0%

CP3. Thinking back about your CFL purchases since January 2011, at what stores were these bulbs purchased? (DO NOT READ LIST. RECORD ALL MENTIONS.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	274 45%	82 52%	108 43%	46 35%	38 58%
Ace Hardware	3 0%	- 0%	3 1%	- 0%	- 0%
Bed, Bath and Beyond	1 0%	1 1%	- 0%	- 0%	- 0%
Best Buy	- 0%	- 0%	- 0%	- 0%	- 0%
BJ's Wholesale	4 1%	- 0%	4 2%	- 0%	- 0%
Carlie-C's IGA	- 0%	- 0%	- 0%	- 0%	- 0%
Costco	5 1%	3 2%	2 1%	- 0%	- 0%
Dollar Tree	2 0%	- 0%	2 1%	- 0%	- 0%
Family Dollar	1 0%	- 0%	- 0%	1 1%	- 0%
Food Lion	3 0%	1 1%	2 1%	- 0%	- 0%
Goodwill Industries	3 0%	1 1%	2 1%	- 0%	- 0%
Harris Teeter	- 0%	- 0%	- 0%	- 0%	- 0%
Home Depot	41 7%	9 6%	25 10%	- 0%	7 11%
Kroger	2 0%	- 0%	2 1%	- 0%	- 0%
Lowes	136 22%	39 25%	52 21%	23 18%	22 33%
Sam's Club	19 3%	7 4%	1 0%	7 5%	4 6%
Walmart	83 14%	28 18%	29 12%	18 14%	8 12%
Other (Specify)	37 6%	14 9%	12 5%	7 5%	4 6%
Don't Know	4 1%	1 1%	2 1%	- 0%	1 2%

Refused	- 0%	- 0%	- 0%	- 0%	- 0%
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CP3\_017\_ANNOTATE. 17. Other (Specify) ... FOR CP3

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	37	14	12	7	4
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	37 6%	14 9%	12 5%	7 5%	4 6%
001 - Ace Hardware	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Bed, Bath and Beyond	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Best Buy	- 0%	- 0%	- 0%	- 0%	- 0%
004 - BJ's Wholesale	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Carlie-C's IGA	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Costco	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Dollar Tree	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Family Dollar	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Food Lion	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Goodwill Industries	1 0%	1 1%	- 0%	- 0%	- 0%
011 - Harris Teeter	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Home Depot	- 0%	- 0%	- 0%	- 0%	- 0%
013 - Kroger	- 0%	- 0%	- 0%	- 0%	- 0%
014 - Lowes	- 0%	- 0%	- 0%	- 0%	- 0%
015 - Sam's Club	- 0%	- 0%	- 0%	- 0%	- 0%
016 - Walmart	- 0%	- 0%	- 0%	- 0%	- 0%
018 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
019 - Refused	-	-	-	-	-

	0%	0%	0%	0%	0%
020 - Target	8 1%	2 1%	6 2%	- 0%	- 0%
021 - K-Mart	1 0%	- 0%	- 0%	- 0%	1 2%
022 - Dollar General	6 1%	4 3%	- 0%	2 2%	- 0%
023 - Big Lots	2 0%	1 1%	- 0%	1 1%	- 0%
024 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
025 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
026 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
027 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
028 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
029 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
030 - Other	19 3%	6 4%	6 2%	4 3%	3 5%

CP4. Were any of these stores located outside of North Carolina or South Carolina?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	274 45%	82 52%	108 43%	46 35%	38 58%
Yes - some were located outside North Carolina or South Carolina	7 1%	4 3%	1 0%	- 0%	2 3%
Yes - All were located outside North Carolina or South Carolina	1 0%	- 0%	1 0%	- 0%	- 0%
No - All were located inside North Carolina or South Carolina	266 44%	78 49%	106 42%	46 35%	36 55%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	3	3	3	3	3

CP5. Earlier, you said you purchased [TOTAL\_BULBS] bulbs since January 2011. Were any of these specialty CFLs, such as flood lights, globes, or dimmable?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	273 45%	82 52%	107 43%	46 35%	38 58%
Yes	70 12%	15 9%	32 13%	11 8%	12 18%
No	193 32%	64 41%	72 29%	32 24%	25 38%
Don't Know	10 2%	3 2%	3 1%	3 2%	1 2%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
<b>MEAN</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

CP5A. What types of specialty CFLs have you purchased since January 2011? (DO NOT READ LIST) (RECORD ALL MENTIONS)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	70 12%	15 9%	32 13%	11 8%	12 18%
Reflector CFLs - typically used in indoor/outdoor flood light applications	36 6%	7 4%	18 7%	5 4%	6 9%
Globe CFLs - typically used in bathroom vanity mirrors	24 4%	5 3%	11 4%	4 3%	4 6%
A-lamp CFLs - these have a dome cover designed to look like a traditional bulb	4 1%	1 1%	3 1%	- 0%	- 0%
3-way CFLs - used in lamps with 3 light output settings	5 1%	3 2%	2 1%	- 0%	- 0%
Dimmable (work in concert with electronic dimmer switches)	22 4%	6 4%	7 3%	5 4%	4 6%
Other (Specify)	4 1%	1 1%	2 1%	1 1%	- 0%
Don't Know	1 0%	- 0%	- 0%	1 1%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

## CP5A\_006\_ANNOTATE. 6. Other (Specify) ... FOR CP5A

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	4	1	2	1	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
<b>Total coded</b>	4 1%	1 1%	2 1%	1 1%	- 0%
001 - Reflector CFLs - typically used in indoor/outdoor flood light applications	2 0%	- 0%	1 0%	1 1%	- 0%
002 - Globe CFLs - typically used in bathroom vanity mirrors	- 0%	- 0%	- 0%	- 0%	- 0%
003 - A-lamp CFLs - these have a dome cover designed to look like a traditional bulb	- 0%	- 0%	- 0%	- 0%	- 0%
004 - 3-way CFLs - used in lamps with 3 light output settings	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Dimmable (work in concert with electronic dimmer switches)	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Other	2 0%	1 1%	1 0%	- 0%	- 0%

CP6A. Were any of the CFL bulbs you purchased discounted or on sale? There might have been a sign on the shelf or a display in the store. (DO NOT READ LIST)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	273 45%	82 52%	107 43%	46 35%	38 58%
Yes - they were all discounted	66 11%	20 13%	27 11%	9 7%	10 15%
No - they	147	43	53	28	23

were not discounted	24%	27%	21%	21%	35%
Some were discounted	18 3%	6 4%	6 2%	5 4%	1 2%
Don't Know	42 7%	13 8%	21 8%	4 3%	4 6%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

CP6B. How many of the [TOTAL\_BULBS] bulbs that you purchased since January 2011 were discounted? (USE 98 FOR DON'T KNOW AND 99 FOR REFUSED.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	18	6	6	5	1
Minimum value	2	2	3	6	8
Maximum value	98	11	20	98	8
Mean value	22	6	7	62	8
<b>FREQUENCIES:</b>					

-1	587 97.0%	152 96.2%	244 97.6%	126 96.2%	65 98.5%
2	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
3	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
4	3 0.5%	1 0.6%	2 0.8%	- 0.0%	- 0.0%
5	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
6	3 0.5%	2 1.3%	- 0.0%	1 0.8%	- 0.0%
8	3 0.5%	1 0.6%	1 0.4%	- 0.0%	1 1.5%
10	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
11	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
20	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
98	3	-	-	3	-

0.5%

0.0%

0.0%

2.3%

0.0%

CP7. Do you know who sponsored this discount? (DO NOT READ LIST)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	84 14%	26 16%	33 13%	14 11%	11 17%
Progress Energy	14 2%	6 4%	6 2%	- 0%	2 3%
Retail Store (INCLUDE ANY NAMED STORES, SUCH AS HOME DEPOT, WALMART,TARGET, ETC)	25 4%	6 4%	11 4%	5 4%	3 5%
Other (Specify)	5 1%	2 1%	2 1%	1 1%	- 0%
Don't Know	40 7%	12 8%	14 6%	8 6%	6 9%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	3	3	3	3	3

CP7\_3\_ANNOTATE. 3. Other (Specify) ... FOR CP7

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	5	2	2	1	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	5 1%	2 1%	2 1%	1 1%	- 0%
001 - Progress Energy	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Retail Store (INCLUDE ANY NAMED STORES, SUCH AS HOME DEPOT, WALMART,TARGET, ETC)	1 0%	- 0%	- 0%	1 1%	- 0%
004 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Goodwill	1 0%	1 1%	- 0%	- 0%	- 0%
007 - Reserved	-	-	-	-	-

	0%	0%	0%	0%	0%
008 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Other	3 0%	1 1%	2 1%	- 0%	- 0%

CP8. How many of the [TOTAL\_DISCOUNTED] discounted bulbs you bought since January 2011 were discounted by Progress Energy? (USE 98 FOR DON'T KNOW AND 99 FOR REFUSED.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	14	6	6	-	2
Minimum value	4	4	4	-	6
Maximum value	80	12	80	-	8
Mean value	16	7	27	-	7

**FREQUENCIES:**

-1	591 97.7%	152 96.2%	244 97.6%	131 100.0%	64 97.0%
4	2 0.3%	1 0.6%	1 0.4%	- 0.0%	- 0.0%
6	3 0.5%	2 1.3%	- 0.0%	- 0.0%	1 1.5%
7	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
8	4 0.7%	1 0.6%	2 0.8%	- 0.0%	1 1.5%
12	2 0.3%	1 0.6%	1 0.4%	- 0.0%	- 0.0%
50	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
80	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%

CP9. Were any of the CFLs you bought since January 2011, installed in a business you work in as an employee or owner? If yes, how many? (USE 0 FOR NONE, 98 FOR DON'T KNOW, AND 99 FOR REFUSED.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	273	82	107	46	38

Minimum value	0	0	0	0	0
Maximum value	99	99	98	98	98
Mean value	4	4	2	6	4
<b>FREQUENCIES:</b>					

-1	332 54.9%	76 48.1%	143 57.2%	85 64.9%	28 42.4%
0	251 41.5%	77 48.7%	100 40.0%	42 32.1%	32 48.5%
1	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
2	3 0.5%	- 0.0%	2 0.8%	- 0.0%	1 1.5%
3	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
4	1 0.2%	- 0.0%	- 0.0%	- 0.0%	1 1.5%
6	1 0.2%	- 0.0%	- 0.0%	- 0.0%	1 1.5%
8	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
12	2 0.3%	- 0.0%	- 0.0%	- 0.0%	2 3.0%
20	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
25	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
45	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
60	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
98	7 1.2%	2 1.3%	2 0.8%	2 1.5%	1 1.5%
99	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%

IU1. Before buying these [TOTAL\_BULBS] bulbs, about what percent of screw-in lighting sockets in your home had CFLs? (IF CLARIFICATION NEEDED, SAY: I'm talking about table or standing lamps, ceiling or wall light fixtures, any place you need screw-in bulbs) (READ LIST ONLY IF NECESSARY.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	273 45%	82 52%	107 43%	46 35%	38 58%
None of the sockets	99 16%	23 15%	42 17%	18 14%	16 24%

1-25%	54 9%	20 13%	20 8%	7 5%	7 11%
26-50%	30 5%	10 6%	13 5%	6 5%	1 2%
51-75%	19 3%	7 4%	5 2%	3 2%	4 6%
More than 75%	57 9%	16 10%	23 9%	9 7%	9 14%
Don't Know	14 2%	6 4%	4 2%	3 2%	1 2%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	3	3	3	3	3

IU2. Of the [TOTAL\_BULBS] CFLs you purchased since January 2011, how many have you installed at your home? Have you installed...(READ LIST)?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	273 45%	82 52%	107 43%	46 35%	38 58%
All of them	157 26%	51 32%	60 24%	31 24%	15 23%
Some of them	106 18%	30 19%	41 16%	14 11%	21 32%
None of them	10 2%	1 1%	6 2%	1 1%	2 3%
(DO NOT READ) Other (Specify)	- 0%	- 0%	- 0%	- 0%	- 0%
(DO NOT READ) Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
(DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	1	2

IU2\_4\_ANNOTATE. 4. (DO NOT READ) Other (Specify) ... FOR IU2

TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
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<b>Total answering</b>	-	-	-	-	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
<b>Total coded</b>	-	-	-	-	-
	0%	0%	0%	0%	0%
001 - All of them	-	-	-	-	-
	0%	0%	0%	0%	0%
002 - Some of them	-	-	-	-	-
	0%	0%	0%	0%	0%
003 - None of them	-	-	-	-	-
	0%	0%	0%	0%	0%
005 - (DO NOT READ) Don't Know	-	-	-	-	-
	0%	0%	0%	0%	0%
006 - (DO NOT READ) Refused	-	-	-	-	-
	0%	0%	0%	0%	0%
007 - Other	-	-	-	-	-
	0%	0%	0%	0%	0%

IU3. Where are the CFLs that you did not install? (DO NOT READ LIST)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	116 19%	31 20%	47 19%	15 11%	23 35%
In Storage	89 15%	22 14%	34 14%	12 9%	21 32%
Gave Away	- 0%	- 0%	- 0%	- 0%	- 0%
Lost	- 0%	- 0%	- 0%	- 0%	- 0%
Broken	1 0%	- 0%	1 0%	- 0%	- 0%
Installed in another home	2 0%	1 1%	1 0%	- 0%	- 0%
Installed at work	3 0%	1 1%	- 0%	- 0%	2 3%
Returned to store	- 0%	- 0%	- 0%	- 0%	- 0%
Installed but later removed	- 0%	- 0%	- 0%	- 0%	- 0%
Other (Specify)	19 3%	5 3%	11 4%	3 2%	- 0%
Don't Know	2 0%	2 1%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

IU3\_009\_ANNOTATE. 9. Other (Specify) ... FOR IU3

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	19	5	11	3	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	19 3%	5 3%	11 4%	3 2%	- 0%
001 - In Storage	18 3%	5 3%	11 4%	2 2%	- 0%
002 - Gave Away	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Lost	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Broken	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Installed in another home	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Installed at work	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Returned to store	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Installed but later removed	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
013 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
014 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
015 - Other	1 0%	- 0%	- 0%	1 1%	- 0%

IU4. How many are in storage? (USE 98 FOR DON'T KNOW AND 99 FOR REFUSED.)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	7	1	4	1	1
Minimum value	3	6	3	8	6

Maximum value	12	6	12	8	6
Mean value	6	6	6	8	6
FREQUENCIES:					

-1	598 98.8%	157 99.4%	246 98.4%	130 99.2%	65 98.5%
3	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
4	2 0.3%	- 0.0%	2 0.8%	- 0.0%	- 0.0%
6	2 0.3%	1 0.6%	- 0.0%	- 0.0%	1 1.5%
8	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
12	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%

IU5. What are you planning to do with the CFLs you have in storage? (DO NOT READ LIST)  
(RECORD ALL MENTIONS)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	89 15%	22 14%	34 14%	12 9%	21 32%
Waiting until an incandescent bulb burns out before replacing it	27 4%	6 4%	7 3%	5 4%	9 14%
Waiting until a CFL burns out before replacing it	29 5%	11 7%	12 5%	2 2%	4 6%
Waiting until a bulb (NO TYPE SPECIFIED) burns out before replacing it	36 6%	6 4%	15 6%	6 5%	9 14%
Not planning to use them	1 0%	- 0%	- 0%	- 0%	1 2%
Haven't decided	4 1%	1 1%	3 1%	- 0%	- 0%
Other (Specify)	2 0%	1 1%	1 0%	- 0%	- 0%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

IU5\_006\_ANNOTATE. 6. Other (Specify) ... FOR IU5

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	2	1	1	-	-

	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	2 0%	1 1%	1 0%	- 0%	- 0%
001 - Waiting until an incandescent bulb burns out before replacing it	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Waiting until a CFL burns out before replacing it	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Waiting until a bulb (NO TYPE SPECIFIED) burns out before replacing it	1 0%	- 0%	1 0%	- 0%	- 0%
004 - Not planning to use them	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Haven't decided	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Other	1 0%	1 1%	- 0%	- 0%	- 0%

IU6\_PRE. Please tell me which rooms in your home you installed [IF IU2 = 1 THEN]all of[ELSE]some of[END IF] the [TOTAL\_BULBS] CFLs you purchased since January 2011? I'm going to read you a list of rooms that may or may not be in your residence. As I read those rooms to you, please tell me if you installed any of these CFL bulbs in that room, or not.(INTERVIEWER: IF RESPONDENT IS HESITANT TO CONTINUE AND/OR DOESN'T RECALL ANYTHING ABOUT HOW OR WHERE BULBS WERE INSTALLED, CHOOSE 2 BELOW.)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	263 43%	81 51%	101 40%	45 34%	36 55%
Continue	263 43%	81 51%	101 40%	45 34%	36 55%
Don't recall how or where bulbs were installed	- 0%	- 0%	- 0%	- 0%	- 0%

IU6. Let's begin..... Of those [TOTAL\_BULBS] CFL bulbs, how many did you install in the...(READ LIST)?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	262	81	100	45	36
Bathroom (MEAN)	3	3	3	3	4
Bedrooms (All bedrooms) (MEAN)	3	3	3	4	3
Family room/Den (MEAN)	3	3	3	4	2
Garage (MEAN)	2	1	2	2	2
Hallway, staircase, foyer or entry (MEAN)	2	2	2	2	2
Kitchen (MEAN)	3	2	2	4	3
Living Room (MEAN)	2	2	2	3	2
Laundry room (MEAN)	1	1	1	1	1
Attic (MEAN)	1	-	1	-	1
Basement (MEAN)	2	3	2	2	2
Dining Room (MEAN)	3	3	3	3	2
Office (MEAN)	2	1	2	3	2
Outside (MEAN)	2	2	2	3	1
Spare Room (MEAN)	2	2	2	4	-
Closet (MEAN)	1	1	1	2	1
Other (MEAN)	5	4	11	4	-
How many broke, failed to work, or lost (MEAN)	1	-	1	-	-
How many did you give to someone else (MEAN)	-	-	-	-	-
How many were installed in another building other than primary residence (MEAN)	-	-	-	-	-
How many are in storage (MEAN)	6	3	9	5	6

IU6\_OTHER. Question text goes here.

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	8	3	1	4	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	8 1%	3 2%	1 0%	4 3%	- 0%

002 - Library	1 0%	- 0%	- 0%	1 1%	- 0%
003 - Bedroom	2 0%	1 1%	- 0%	1 1%	- 0%
004 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Not sure	1 0%	- 0%	- 0%	1 1%	- 0%
010 - Other	4 1%	2 1%	1 0%	1 1%	- 0%

IU7. Overall, did the CFL(s) you purchased and installed replace incandescent (regular light bulbs) or other CFLs? Would you say they replaced...(READ LIST)?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	273 45%	82 52%	107 43%	46 35%	38 58%
All Incandescents	160 26%	57 36%	53 21%	30 23%	20 30%
Mostly Incandescents	33 5%	4 3%	19 8%	4 3%	6 9%
All CFLs	24 4%	1 1%	10 4%	6 5%	7 11%
Mostly CFLs	21 3%	10 6%	7 3%	1 1%	3 5%
Half incandescents and Half CFLs	22 4%	7 4%	11 4%	2 2%	2 3%
Other (Specify)	4 1%	3 2%	- 0%	1 1%	- 0%
(DO NOT READ) Don't Know	9 1%	- 0%	7 3%	2 2%	- 0%
(DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-

MEAN	2	2	2	2	2
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IU7\_6\_ANNOTATE. 6. Other (Specify) ... FOR IU7

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	4	3	-	1	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
<b>Total coded</b>	4 1%	3 2%	- 0%	1 1%	- 0%
001 - All Incandescents	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Mostly Incandescents	- 0%	- 0%	- 0%	- 0%	- 0%
003 - All CFLs	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Mostly CFLs	2 0%	1 1%	- 0%	1 1%	- 0%
005 - Half incandescents and Half CFLs	- 0%	- 0%	- 0%	- 0%	- 0%
007 - (DO NOT READ) Don't Know	1 0%	1 1%	- 0%	- 0%	- 0%
008 - (DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
011 - None	1 0%	1 1%	- 0%	- 0%	- 0%
012 - Other	- 0%	- 0%	- 0%	- 0%	- 0%

IU8. Are all of the CFLs you installed since January 2011 still in place or have you removed some?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	273 45%	82 52%	107 43%	46 35%	38 58%
All still in place	226 37%	73 46%	83 33%	36 27%	34 52%
Removed some	37 6%	6 4%	19 8%	10 8%	2 3%
Removed all	5	2	2	-	1

	1%	1%	1%	0%	2%
Don't Know	4 1%	- 0%	3 1%	- 0%	1 2%
Refused	1 0%	1 1%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	1	1

IU9. Thinking about the bulbs you installed but later removed, please tell me how many have been removed? (USE 98 FOR DON'T KNOW AND 99 FOR REFUSED.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	42	8	21	10	3
<b>Minimum value</b>	1	1	1	1	2
<b>Maximum value</b>	98	98	98	10	3
<b>Mean value</b>	10	15	13	4	2
<b>FREQUENCIES:</b>					

-1	563 93.1%	150 94.9%	229 91.6%	121 92.4%	63 95.5%
1	10 1.7%	1 0.6%	8 3.2%	1 0.8%	- 0.0%
2	12 2.0%	2 1.3%	5 2.0%	3 2.3%	2 3.0%
3	9 1.5%	3 1.9%	2 0.8%	3 2.3%	1 1.5%
4	3 0.5%	- 0.0%	2 0.8%	1 0.8%	- 0.0%
5	2 0.3%	- 0.0%	1 0.4%	1 0.8%	- 0.0%
6	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
10	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
40	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
98	3 0.5%	1 0.6%	2 0.8%	- 0.0%	- 0.0%

IU10. Why did you remove the CFL(s)? (DO NOT READ LIST) (RECORD ALL MENTIONS)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	39 6%	7 4%	19 8%	10 8%	3 5%
Burned out/stopped working/broke	29 5%	5 3%	14 6%	9 7%	1 2%
Did not like the color	2 0%	- 0%	1 0%	- 0%	1 2%
Took too long to start up	1 0%	- 0%	1 0%	- 0%	- 0%
Not bright enough	6 1%	1 1%	4 2%	- 0%	1 2%
Didn't like the way it looked	2 0%	- 0%	1 0%	- 0%	1 2%
Heard they were unsafe	- 0%	- 0%	- 0%	- 0%	- 0%
Other (Specify)	4 1%	2 1%	1 0%	1 1%	- 0%
Don't Know	1 0%	- 0%	- 0%	1 1%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

IU10\_007\_ANNOTATE. 7. Other (Specify) ... FOR IU10

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	4	2	1	1	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	4 1%	2 1%	1 0%	1 1%	- 0%
001 - Burned out/stopped working/broke	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Did not like the color	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Took too long to start up	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Not bright enough	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Didn't like the way it looked	1 0%	- 0%	- 0%	1 1%	- 0%
006 - Heard they were unsafe	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Refused	-	-	-	-	-

	0%	0%	0%	0%	0%
010 - Quality: Poor/Bad/Worst	1 0%	1 1%	- 0%	- 0%	- 0%
011 - Changed fixture	1 0%	1 1%	- 0%	- 0%	- 0%
012 - Other	1 0%	- 0%	1 0%	- 0%	- 0%

IU11. What did you do with the CFL bulb(s) that were removed? (DO NOT READ LIST)  
(RECORD ALL MENTIONS.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	39 6%	7 4%	19 8%	10 8%	3 5%
Moved to a different location	- 0%	- 0%	- 0%	- 0%	- 0%
Gave away	- 0%	- 0%	- 0%	- 0%	- 0%
Threw away	24 4%	4 3%	11 4%	7 5%	2 3%
Recycled	6 1%	1 1%	3 1%	2 2%	- 0%
Saved for future use	4 1%	1 1%	3 1%	- 0%	- 0%
Returned to the store for a refund	1 0%	- 0%	1 0%	- 0%	- 0%
Other (Specify)	3 0%	- 0%	2 1%	- 0%	1 2%
Don't Know	3 0%	1 1%	1 0%	1 1%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

IU11\_007\_ANNOTATE. 7. Other (Specify) ... FOR IU11

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	3 0%	- 0%	2 0%	- 0%	1 0%
<b>CODE FREQUENCIES</b>					
Total coded	3 0%	- 0%	2 1%	- 0%	1 2%
001 - Moved to a different location	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Gave away	-	-	-	-	-

	0%	0%	0%	0%	0%
003 - Threw away	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Recycled	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Saved for future use	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Returned to the store for a refund	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Other	3 0%	- 0%	2 1%	- 0%	1 2%

FR1. How did you find out about Progress Energy's price discounts on Compact Fluorescent Light bulbs? (DO NOT READ LIST) (RECORD ALL MENTIONS)(INTERVIEWER: IF RESPONDENT SAYS: SAW MARKETING MATERIALS IN STORE, PROBE FOR WHERE IN STORE...ON SHELF WITH BULBS OR ON DISPLAY IN AISLE, OR BOTH.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	14 2%	6 4%	6 2%	- 0%	2 3%
Saw marketing materials on shelf with bulbs	5 1%	1 1%	2 1%	- 0%	2 3%
Saw marketing materials on display in aisle	9 1%	4 3%	3 1%	- 0%	2 3%
Discount was advertised in mailing	- 0%	- 0%	- 0%	- 0%	- 0%
Discount was advertised on radio	- 0%	- 0%	- 0%	- 0%	- 0%
Discount was advertised in newspaper	1 0%	- 0%	1 0%	- 0%	- 0%
A store	-	-	-	-	-

employee made me aware of the discounted bulbs	0%	0%	0%	0%	0%
Saw an in-store lighting demonstration	1 0%	- 0%	1 0%	- 0%	- 0%
Other (Specify)	2 0%	1 1%	1 0%	- 0%	- 0%
Don't Know	1 0%	1 1%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

FR1\_008\_ANNOTATE. 8. Other (Specify) ... FOR FR1

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	2	1	1	-	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	2 0%	1 1%	1 0%	- 0%	- 0%
001 - Saw marketing materials on shelf with bulbs	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Saw marketing materials on display in aisle	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Discount was advertised in mailing	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Discount was advertised on radio	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Discount was advertised in newspaper	- 0%	- 0%	- 0%	- 0%	- 0%
006 - A store employee made me aware of the discounted bulbs	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Saw an in-store lighting demonstration	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
011 - PEC bill insert	1 0%	- 0%	1 0%	- 0%	- 0%
012 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%

013 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
014 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
015 - Other	1 0%	1 1%	- 0%	- 0%	- 0%

FR1A. In the past year have you come across any pamphlets, bill inserts or brochures from Progress Energy explaining the energy saving benefits of Compact Fluorescent Light bulbs?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	84 14%	26 16%	33 13%	14 11%	11 17%
Yes	34 6%	9 6%	15 6%	4 3%	6 9%
No	31 5%	11 7%	14 6%	4 3%	2 3%
Don't Know	19 3%	6 4%	4 2%	6 5%	3 5%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

FR1B. Where did you FIRST see this material? (DO NOT READ LIST)(INTERVIEWER: IF RESPONDENT SAYS: SAW MARKETING MATERIALS IN STORE, PROBE FOR WHERE IN STORE...ON SHELF WITH BULBS OR ON DISPLAY IN AISLE, OR BOTH.)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	34 6%	9 6%	15 6%	4 3%	6 9%
On shelf with bulbs	- 0%	- 0%	- 0%	- 0%	- 0%
On display in aisle	1 0%	1 1%	- 0%	- 0%	- 0%
Progress Energy booth in aisle	1 0%	1 1%	- 0%	- 0%	- 0%
On flyer they included in the bag with mv	1 0%	- 0%	1 0%	- 0%	- 0%

purchase					
In newspaper	1 0%	- 0%	1 0%	- 0%	- 0%
Other (Specify)	31 5%	7 4%	14 6%	4 3%	6 9%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

FR1B\_006\_ANNOTATE. 6. Other (Specify) ... FOR FR1B

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	31	7	14	4	6
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	31 5%	7 4%	14 6%	4 3%	6 9%
001 - On shelf with bulbs	- 0%	- 0%	- 0%	- 0%	- 0%
002 - On display in aisle	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Progress Energy booth in aisle	- 0%	- 0%	- 0%	- 0%	- 0%
004 - On flyer they included in the bag with my purchase	1 0%	- 0%	1 0%	- 0%	- 0%
005 - In newspaper	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Insert in bill / Inside bill / PEC bill	27 4%	6 4%	13 5%	3 2%	5 8%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Other	4 1%	1 1%	1 0%	1 1%	1 2%

FR2. At the time that you learned about the [FR2\_INSERT] were you already intending to purchase light bulbs?(IF NECESSARY, SAY: Any sort of light bulbs that screw into lamps or fixtures in your homes.)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total</b>	84	26	33	14	11

<b>answering</b>	14%	16%	13%	11%	17%
Yes	59 10%	15 9%	23 9%	11 8%	10 15%
No	25 4%	11 7%	10 4%	3 2%	1 2%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	1	1

FR2A. Had you already decided to purchase CFLs or were you considering purchasing a different type of bulb?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	59 10%	15 9%	23 9%	11 8%	10 15%
Already decided to buy CFLs	48 8%	13 8%	19 8%	9 7%	7 11%
Considering purchasing different type of bulb	8 1%	2 1%	3 1%	1 1%	2 3%
Other (Specify)	2 0%	- 0%	1 0%	- 0%	1 2%
Don't Know	1 0%	- 0%	- 0%	1 1%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	1	1

FR2A\_3\_ANNOTATE. 3. Other (Specify) ... FOR FR2A

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	2 0%	- 0%	1 0%	- 0%	1 0%
<b>CODE FREQUENCIES</b>					
Total coded	2 0%	- 0%	1 0%	- 0%	1 2%

001 - Already decided to buy CFLs	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Considering purchasing different type of bulb	1 0%	- 0%	1 0%	- 0%	- 0%
004 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Other	1 0%	- 0%	- 0%	- 0%	1 2%

FR3A. You stated earlier that you purchased one discounted CFL since January 2011. If the discounted CFL had cost \$1.50 more would you still have purchased it or would you have purchased an incandescent light bulb?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	- 0%	- 0%	- 0%	- 0%	- 0%
Yes - Still purchase a CFL	- 0%	- 0%	- 0%	- 0%	- 0%
No - Incandescent light bulbs	- 0%	- 0%	- 0%	- 0%	- 0%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
<b>MEAN</b>	-	-	-	-	-

FR3B. You stated earlier that you purchased [TOTAL\_DISCOUNTED] discounted CFLs since January 2011. If the discounted CFLs had cost \$1.50 more per bulb, so a 4-pack of bulbs would have been \$6 more for the multipack, would you still have purchased the CFLs or would you have purchased incandescent light bulbs?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
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<b>Total answering</b>	84 14%	26 16%	33 13%	14 11%	11 17%
Yes - Still purchase CFLs	50 8%	15 9%	18 7%	9 7%	8 12%
No - Incandescent light bulbs	28 5%	10 6%	11 4%	4 3%	3 5%
Don't Know	6 1%	1 1%	4 2%	1 1%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	2	1	1

FR4. Would you have purchased them ...(READ LIST)?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	50 8%	15 9%	18 7%	9 7%	8 12%
At the same time,	25 4%	7 4%	10 4%	3 2%	5 8%
Within a few months,	16 3%	7 4%	5 2%	3 2%	1 2%
Within a year, or	6 1%	1 1%	1 0%	2 2%	2 3%
More than a year later,	1 0%	- 0%	1 0%	- 0%	- 0%
(DO NOT READ) Don't Know	2 0%	- 0%	1 0%	1 1%	- 0%
(DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

FR5. Would you have purchased...(READ LIST)?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	50 8%	15 9%	18 7%	9 7%	8 12%

The same number of CFLs or	37 6%	9 6%	15 6%	6 5%	7 11%
Fewer CFLs	10 2%	5 3%	3 1%	1 1%	1 2%
Other (Specify)	1 0%	1 1%	- 0%	- 0%	- 0%
(DO NOT READ) Don't Know	2 0%	- 0%	- 0%	2 2%	- 0%
(DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	2	1

FR5\_3\_ANNOTATE. 3. Other (Specify) ... FOR FR5

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	1	1	-	-	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	1 0%	1 1%	- 0%	- 0%	- 0%
001 - The same number of CFLs or	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Fewer CFLs	- 0%	- 0%	- 0%	- 0%	- 0%
004 - (DO NOT READ) Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
005 - (DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Other	1 0%	1 1%	- 0%	- 0%	- 0%

FR6. How many do you think you would have purchased? (USE 98 FOR DON'T KNOW AND 99 FOR REFUSED.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	10	5	3	1	1
Minimum value	2	2	2	98	98
Maximum value	98	98	10	98	98
Mean value	34	26	5	98	98
<b>FREQUENCIES:</b>					

-1	595 98.3%	153 96.8%	247 98.8%	130 99.2%	65 98.5%
2	2 0.3%	1 0.6%	1 0.4%	- 0.0%	- 0.0%
3	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
4	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
10	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
12	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
15	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
98	3 0.5%	1 0.6%	- 0.0%	1 0.8%	1 1.5%

FR7. On a 0 to 10 scale, with 0 being not at all likely and 10 being very likely, how likely is it that you would have bought the [IF TOTAL\_DISCOUNTED = 1 THEN]the CFL[ELSE]the same number of CFLs[END IF] without the discount?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	50	15	18	9	8
- Not at all likely0	4 1%	2 1%	1 0%	1 1%	- 0%
- 1	1 0%	1 1%	- 0%	- 0%	- 0%
- 2	- 0%	- 0%	- 0%	- 0%	- 0%
- 3	3 0%	1 1%	- 0%	1 1%	1 2%
- 4	2 0%	1 1%	- 0%	- 0%	1 2%

- 5	6 1%	2 1%	2 1%	2 2%	- 0%
- 6	2 0%	- 0%	1 0%	- 0%	1 2%
- 7	3 0%	- 0%	1 0%	1 1%	1 2%
- 8	5 1%	2 1%	2 1%	1 1%	- 0%
- 9	2 0%	1 1%	- 0%	1 1%	- 0%
- Very likely10	22 4%	5 3%	11 4%	2 2%	4 6%
- Don't know11	- 0%	- 0%	- 0%	- 0%	- 0%
<b>MEAN</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>8</b>

FR8. On a 0 to 10 scale, with 0 being strongly disagree and 10 being strongly agree, how much do you agree or disagree with the following statement?(READ STATEMENT) There may have been several reasons for my purchase decision. But the price discount was the largest factor in my decision to purchase the compact fluorescent light bulbs.How much do you agree or disagree with that statement? (REPEAT SCALE IF NECESSARY)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	<b>84</b>	<b>26</b>	<b>33</b>	<b>14</b>	<b>11</b>
- Strongly disagree0	8 1%	1 1%	3 1%	3 2%	1 2%
- 1	3 0%	2 1%	1 0%	- 0%	- 0%
- 2	4 1%	1 1%	- 0%	2 2%	1 2%
- 3	3 0%	- 0%	1 0%	- 0%	2 3%
- 4	6 1%	1 1%	4 2%	1 1%	- 0%
- 5	16 3%	3 2%	6 2%	4 3%	3 5%
- 6	6 1%	2 1%	3 1%	1 1%	- 0%
- 7	7 1%	2 1%	3 1%	1 1%	1 2%
- 8	7 1%	4 3%	3 1%	- 0%	- 0%
- 9	3 0%	- 0%	2 1%	1 1%	- 0%
- Strongly agree10	21	10	7	1	3

agree10	3%	6%	3%	1%	5%
- Don't know11	- 0%	- 0%	- 0%	- 0%	- 0%
<b>MEAN</b>	6	7	6	4	5

FR9. On a scale of 0 to 10, where 0 is not an influence at all and 10 is a very strong influence, how important would you say Progress Energy's pamphlets and brochures explaining the benefits of CFLs were in your decision to purchase the compact fluorescent light bulbs?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	34	9	15	4	6
- Not an influence at all0	9 1%	4 3%	2 1%	1 1%	2 3%
- 1	2 0%	- 0%	2 1%	- 0%	- 0%
- 2	2 0%	- 0%	1 0%	- 0%	1 2%
- 3	- 0%	- 0%	- 0%	- 0%	- 0%
- 4	1 0%	- 0%	- 0%	- 0%	1 2%
- 5	6 1%	- 0%	3 1%	1 1%	2 3%
- 6	1 0%	- 0%	1 0%	- 0%	- 0%
- 7	3 0%	2 1%	1 0%	- 0%	- 0%
- 8	6 1%	2 1%	3 1%	1 1%	- 0%
- 9	1 0%	- 0%	- 0%	1 1%	- 0%
- A very strong influence10	3 0%	1 1%	2 1%	- 0%	- 0%
- Don't know11	- 0%	- 0%	- 0%	- 0%	- 0%
<b>MEAN</b>	5	4	5	6	3

FR10. Let me make sure I understand. Earlier you said you [INC\_INSERT] purchased the CFLs even if they were \$1.50 more per bulb, but that differs from some your other responses. Please tell me in your own words what influence, if any, the price of the bulb(s) had on your decision to purchase the CFLs at the time you did. (RECORD VERBATIM.

CLARIFY IF NECESSARY.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	12	5	5	2	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	12 2%	5 3%	5 2%	2 2%	- 0%
002 - Bought more than needed / because they were on sale	5 1%	3 2%	2 1%	- 0%	- 0%
003 - Cheap	1 0%	- 0%	1 0%	- 0%	- 0%
004 - Price / Cost	3 0%	- 0%	2 1%	1 1%	- 0%
005 - Reading of literature	2 0%	- 0%	2 1%	- 0%	- 0%
006 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
013 - Don't know	1 0%	- 0%	- 0%	1 1%	- 0%
014 - Nothing	- 0%	- 0%	- 0%	- 0%	- 0%
015 - Other	3 0%	2 1%	1 0%	- 0%	- 0%

SO1. In the time since you purchased the [IF PROGRESS\_DISCOUNTED 0 THEN]Progress Energy[END IF] discounted CFLs, have you purchased and installed any efficient lighting products (light bulbs or energy efficient fixtures) on your own at regular retail price, without

any discounts, such as coupons and instant rebates?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	84 14%	26 16%	33 13%	14 11%	11 17%
Yes	20 3%	5 3%	9 4%	4 3%	2 3%
No	64 11%	21 13%	24 10%	10 8%	9 14%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	2	2	2	2	2

SO1A. About how many CFLs did you purchase at regular retail price? (USE 98 FOR DON'T KNOW AND 99 FOR REFUSED.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	20	5	9	4	2
Minimum value	0	0	2	3	2
Maximum value	98	30	50	98	24
Mean value	20	11	12	52	13
<b>FREQUENCIES:</b>					

-1	585 96.7%	153 96.8%	241 96.4%	127 96.9%	64 97.0%
0	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
2	3 0.5%	- 0.0%	2 0.8%	- 0.0%	1 1.5%
3	3 0.5%	- 0.0%	2 0.8%	1 0.8%	- 0.0%
6	2 0.3%	1 0.6%	1 0.4%	- 0.0%	- 0.0%
8	2 0.3%	1 0.6%	1 0.4%	- 0.0%	- 0.0%
10	3 0.5%	1 0.6%	1 0.4%	1 0.8%	- 0.0%
20	1	-	1	-	-

	0.2%	0.0%	0.4%	0.0%	0.0%
24	1	-	-	-	1
	0.2%	0.0%	0.0%	0.0%	1.5%
30	1	1	-	-	-
	0.2%	0.6%	0.0%	0.0%	0.0%
50	1	-	1	-	-
	0.2%	0.0%	0.4%	0.0%	0.0%
98	2	-	-	2	-
	0.3%	0.0%	0.0%	1.5%	0.0%

SO2. How much more would you estimate you paid for these bulbs compared to the discounted bulbs you bought previously? Would you guess you paid...(READ LIST)?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	20 3%	5 3%	9 4%	4 3%	2 3%
Less than \$1 per bulb	2 0%	1 1%	1 0%	- 0%	- 0%
\$1 to \$2 more per bulb, or	7 1%	2 1%	5 2%	- 0%	- 0%
Over \$2 more per bulb than what you paid with the discount.	8 1%	1 1%	3 1%	2 2%	2 3%
(DO NOT READ) Don't Know	3 0%	1 1%	- 0%	2 2%	- 0%
(DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	3	2	2	4	3

SO3. On a scale from 0 to 10, with 0 indicating that you strongly disagree and 10 indicating that you strongly agree, please tell me how much you agree or disagree with the following statement.(READ STATEMENT) My experience with the [IF PROGRESS\_DISCOUNTED 0 THEN]Progress Energy[END IF] discounted CFLs influenced my decision to install more efficient lighting products on my own. How much do you agree or disagree with that statement? (REPEAT SCALE IF NECESSARY)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	20	5	9	4	2

- Strongly disagree0	5 1%	1 1%	1 0%	1 1%	2 3%
- 1	1 0%	1 1%	- 0%	- 0%	- 0%
- 2	3 0%	2 1%	1 0%	- 0%	- 0%
- 3	1 0%	1 1%	- 0%	- 0%	- 0%
- 4	1 0%	- 0%	1 0%	- 0%	- 0%
- 5	2 0%	- 0%	1 0%	1 1%	- 0%
- 6	1 0%	- 0%	1 0%	- 0%	- 0%
- 7	- 0%	- 0%	- 0%	- 0%	- 0%
- 8	4 1%	- 0%	3 1%	1 1%	- 0%
- 9	- 0%	- 0%	- 0%	- 0%	- 0%
- Strongly agree10	2 0%	- 0%	1 0%	1 1%	- 0%
- Don't know11	- 0%	- 0%	- 0%	- 0%	- 0%
<b>MEAN</b>	4	2	6	6	0

SO4. Can you tell me in what way your experience with the [IF PROGRESS\_DISCOUNTED 0 THEN]Progress Energy[END IF] discounted CFLs influenced your decision to install more efficient lighting products? (RECORD VERBATIM. CLARIFY IF NECESSARY.)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	9	-	6	3	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
<b>Total coded</b>	9 1%	- 0%	6 2%	3 2%	- 0%
002 - Great product	1 0%	- 0%	1 0%	- 0%	- 0%
003 - Wanted to use more efficient lighting	2 0%	- 0%	2 1%	- 0%	- 0%

004 - Price/ Cost	4 1%	- 0%	3 1%	1 1%	- 0%
005 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
013 - Don't know	- 0%	- 0%	- 0%	- 0%	- 0%
014 - Nothing	- 0%	- 0%	- 0%	- 0%	- 0%
015 - Other	2 0%	- 0%	- 0%	2 2%	- 0%

SO5. Why did you purchase these lighting products at regular retail price and NOT at the discounted rate? (DO NOT READ LIST) (RECORD ALL MENTIONS)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	20 3%	5 3%	9 4%	4 3%	2 3%
The price discounts had ended, so I purchased the same lights at regular retail price	3 0%	- 0%	1 0%	2 2%	- 0%
Although there were discounted CFLs available, the additional CFLs I purchased were not discounted	3 0%	- 0%	2 1%	1 1%	- 0%
The price difference between discounted bulbs and non discounted bulbs wasn't great enough to matter to me	2 0%	1 1%	1 0%	- 0%	- 0%
I bought the lighting at a store that did not have the price discounted bulbs	6 1%	3 2%	2 1%	- 0%	1 2%

The price discounted CFLs had sold out	1 0%	- 0%	1 0%	- 0%	- 0%
Other (Specify)	6 1%	- 0%	3 1%	2 2%	1 2%
Don't Know	1 0%	1 1%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

SO5\_006\_ANNOTATE. 6. Other (Specify) ... FOR SO5

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	6	-	3	2	1
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	6 1%	- 0%	3 1%	2 2%	1 2%
001 - The price discounts had ended, so I purchased the same lights at regular retail price	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Although there were discounted CFLs available, the additional CFLs I purchased were not discounted	1 0%	- 0%	- 0%	- 0%	1 2%
003 - The price difference between discounted bulbs and non discounted bulbs wasn't great enough to matter to me	- 0%	- 0%	- 0%	- 0%	- 0%
004 - I bought the lighting at a store that did not have the price discounted bulbs	- 0%	- 0%	- 0%	- 0%	- 0%
005 - The price discounted CFLs had sold out	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Specialty features and size	1 0%	- 0%	1 0%	- 0%	- 0%
010 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Other	4	-	2	2	-

	1%	0%	1%	2%	0%
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NS1. You mentioned that you had purchased [TOTAL\_BULBS] CLF bulbs and that none of these were discounted. On a scale from 0 to 10, with 0 indicating that you strongly disagree, and 10 indicating that you strongly agree, please tell me how much you agree or disagree with the following statement.(READ STATEMENT) Progress Energy's discount lighting Program influenced my decision to install energy efficient lighting products in my home. How much do you agree or disagree with that statement? (REPEAT SCALE IF NECESSARY)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	31	6	14	6	5
- Strongly disagree0	13 2%	4 3%	6 2%	2 2%	1 2%
- 1	1 0%	- 0%	- 0%	- 0%	1 2%
- 2	2 0%	- 0%	1 0%	- 0%	1 2%
- 3	3 0%	- 0%	- 0%	1 1%	2 3%
- 4	1 0%	- 0%	1 0%	- 0%	- 0%
- 5	2 0%	1 1%	- 0%	1 1%	- 0%
- 6	- 0%	- 0%	- 0%	- 0%	- 0%
- 7	1 0%	- 0%	1 0%	- 0%	- 0%
- 8	2 0%	1 1%	1 0%	- 0%	- 0%
- 9	1 0%	- 0%	1 0%	- 0%	- 0%
- Strongly agree10	4 1%	- 0%	3 1%	1 1%	- 0%
- Don't know11	1 0%	- 0%	- 0%	1 1%	- 0%
<b>MEAN</b>	4	2	4	5	2

NS2. Can you tell me in what way Progress Energy's discount lighting Program influenced your decision to install energy efficient lighting products in your home? (RECORD VERBATIM. CLARIFY IF NECESSARY.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	10	2	6	2	-

	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	10 2%	2 1%	6 2%	2 2%	- 0%
002 - Discounted / Makes me want to buy more	1 0%	- 0%	1 0%	- 0%	- 0%
003 - Brighter	1 0%	- 0%	1 0%	- 0%	- 0%
004 - Make it better / Lasts longer	2 0%	- 0%	2 1%	- 0%	- 0%
005 - Savings / Cost of electricity	3 0%	1 1%	- 0%	2 2%	- 0%
006 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Refused	1 0%	- 0%	1 0%	- 0%	- 0%
013 - Don't know	- 0%	- 0%	- 0%	- 0%	- 0%
014 - Nothing	2 0%	1 1%	1 0%	- 0%	- 0%
015 - Other	- 0%	- 0%	- 0%	- 0%	- 0%

NS3. Why did you purchase these lighting products at regular retail price and not at the discounted rate? (DO NOT READ LIST) (RECORD ALL MENTIONS)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	31 5%	6 4%	14 6%	6 5%	5 8%

The price discounts had ended, so I purchased the same lights at regular retail price	2 0%	- 0%	2 1%	- 0%	- 0%
Although there were discounted CFLs available, the additional CFLs I purchased were not discounted.	2 0%	- 0%	2 1%	- 0%	- 0%
The price difference between discounted bulbs and non discounted bulbs wasn't great enough to matter to me.	- 0%	- 0%	- 0%	- 0%	- 0%
I bought the lighting at a store that did not have the price discounted bulbs	14 2%	2 1%	6 2%	4 3%	2 3%
The price discounted CFLs had sold out	- 0%	- 0%	- 0%	- 0%	- 0%
Other (Specify)	11 2%	3 2%	4 2%	1 1%	3 5%
Don't Know	3 0%	1 1%	1 0%	1 1%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

NS3\_006\_ANNOTATE. 6. Other (Specify) ... FOR NS3

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	11	3	4	1	3
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	11 2%	3 2%	4 2%	1 1%	3 5%
001 - The price discounts had ended, so I purchased the same lights at regular retail price	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Although there were discounted CFLs available, the additional CFLs I purchased were not discounted.	3 0%	- 0%	- 0%	1 1%	2 3%
003 - The price difference between discounted bulbs and non discounted bulbs wasn't great enough to matter to me.	- 0%	- 0%	- 0%	- 0%	- 0%

004 - I bought the lighting at a store that did not have the price discounted bulbs	- 0%	- 0%	- 0%	- 0%	- 0%
005 - The price discounted CFLs had sold out	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Not aware of discounted ones	1 0%	1 1%	- 0%	- 0%	- 0%
010 - Environment	3 0%	- 0%	1 0%	- 0%	2 3%
011 - They were instant-on	1 0%	- 0%	1 0%	- 0%	- 0%
012 - Other	4 1%	2 1%	2 1%	- 0%	- 0%

NCFL1. Earlier you said you've heard of CFLs but you haven't purchased any since January 1, 2011. Did you ever purchase any CFLs before that time?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	221 37%	48 30%	95 38%	53 40%	25 38%
Yes	93 15%	26 16%	38 15%	13 10%	16 24%
No	116 19%	20 13%	54 22%	35 27%	7 11%
Don't Know	11 2%	2 1%	3 1%	4 3%	2 3%
Refused	1 0%	- 0%	- 0%	1 1%	- 0%
	-	-	-	-	-
<b>MEAN</b>	2	2	2	2	1

NCFL2. What was the reason you have not purchased any additional CFLs since January 2011? (DO NOT READ LIST) (RECORD ALL MENTIONS)

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	93 15%	26 16%	38 15%	13 10%	16 24%
Didn't like the color	1 0%	1 1%	- 0%	- 0%	- 0%
Too slow to	1	-	-	1	-

come to full brightness	0%	0%	0%	1%	0%
Not enough light	4 1%	- 0%	- 0%	4 3%	- 0%
Burnt out	2 0%	1 1%	- 0%	- 0%	1 2%
Didn't fit my lamps or fixtures	2 0%	1 1%	- 0%	1 1%	- 0%
Didn't work in dimmable lights	- 0%	- 0%	- 0%	- 0%	- 0%
Don't need them	59 10%	18 11%	26 10%	5 4%	10 15%
Other (Specify)	28 5%	5 3%	13 5%	4 3%	6 9%
Don't Know	2 0%	2 1%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%

NCFL2\_008\_ANNOTATE. 8. Other (Specify) ... FOR NCFL2

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	28	5	13	4	6
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	28 5%	5 3%	13 5%	4 3%	6 9%
001 - Didn't like the color	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Too slow to come to full brightness	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Not enough light	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Burnt out	1 0%	- 0%	- 0%	1 1%	- 0%
005 - Didn't fit my lamps or fixtures	1 0%	- 0%	- 0%	- 0%	1 2%
006 - Didn't work in dimmable lights	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Don't need them	10 2%	3 2%	3 1%	1 1%	3 5%
009 - Don't Know	-	-	-	-	-

	0%	0%	0%	0%	0%
010 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
011 - New home	3 0%	1 1%	2 1%	- 0%	- 0%
012 - Price/Cost	4 1%	- 0%	2 1%	2 2%	- 0%
013 - Don't like them	2 0%	1 1%	1 0%	- 0%	- 0%
014 - Like existing bulbs	2 0%	- 0%	1 0%	- 0%	1 2%
015 - Not soft light	1 0%	- 0%	- 0%	- 0%	1 2%
016 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
017 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
018 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
019 - No reason	2 0%	- 0%	2 1%	- 0%	- 0%
020 - Other	2 0%	- 0%	2 1%	- 0%	- 0%

NCFL3. Why have you not purchased any CFLs or high efficiency lighting products? (DO NOT READ LIST)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	116 19%	20 13%	54 22%	35 27%	7 11%
Too expensive	18 3%	2 1%	8 3%	8 6%	- 0%
Unsure of quality	5 1%	- 0%	3 1%	1 1%	1 2%
Waiting for discount/sale/coupon	- 0%	- 0%	- 0%	- 0%	- 0%
Have not seen in stores	- 0%	- 0%	- 0%	- 0%	- 0%
Do not like appearance	3 0%	- 0%	2 1%	1 1%	- 0%
Waiting for current bulbs to burn out	7 1%	1 1%	3 1%	2 2%	1 2%
Other (Specify)	69 11%	12 8%	30 12%	22 17%	5 8%
Don't Know	20 3%	5 3%	10 4%	4 3%	1 2%
Refused	2	-	2	-	-

	0%	0%	1%	0%	0%
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NCFL3\_007\_ANNOTATE. 7. Other (Specify) ... FOR NCFL3

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	69	12	30	22	5
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	69 11%	12 8%	30 12%	22 17%	5 8%
001 - Too expensive	3 0%	1 1%	1 0%	1 1%	- 0%
002 - Unsure of quality	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Waiting for discount/sale/coupon	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Have not seen in stores	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Do not like appearance	3 0%	1 1%	1 0%	1 1%	- 0%
006 - Waiting for current bulbs to burn out	4 1%	- 0%	4 2%	- 0%	- 0%
008 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Don't need	9 1%	3 2%	4 2%	1 1%	1 2%
011 - Someone else / Complex furnishes them	6 1%	1 1%	3 1%	2 2%	- 0%
012 - Don't want/like them/Mercury in bulbs	10 2%	1 1%	3 1%	5 4%	1 2%
013 - Like incandescent ones better	2 0%	- 0%	2 1%	- 0%	- 0%
014 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
015 - Not aware/ Not familiar	5 1%	- 0%	3 1%	1 1%	1 2%
016 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
017 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
018 - Just haven't gotten around to it	12 2%	1 1%	5 2%	5 4%	1 2%
019 - No reason	4 1%	1 1%	1 0%	2 2%	- 0%

020 - Other	11 2%	3 2%	3 1%	4 3%	1 2%
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NCFL4. Where are you most likely to buy incandescent light bulbs? (READ LIST ONLY IF NECESSARY.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	221 37%	48 30%	95 38%	53 40%	25 38%
Grocery store or supermarket	17 3%	4 3%	4 2%	5 4%	4 6%
Warehouse/Club store, such as Sam's Club or Costco	7 1%	2 1%	5 2%	- 0%	- 0%
Home improvement store, such as Home Depot or Lowe's	105 17%	20 13%	53 21%	20 15%	12 18%
Hardware store, such as TruValue, ACE Hardware	3 0%	- 0%	2 1%	- 0%	1 2%
Mass merchandise or discount department store, such as a Wal-Mart, Kohls, K-Mart, or Target	74 12%	22 14%	24 10%	19 15%	9 14%
Drugstore, such as Walgreen's or CVS	3 0%	- 0%	3 1%	- 0%	- 0%
Convenience store, such as 7-Eleven	- 0%	- 0%	- 0%	- 0%	- 0%
Specialty lighting or electrical store	- 0%	- 0%	- 0%	- 0%	- 0%
Home furnishing store, such as a Bed, Bath, and Beyond, Linens and Things, or Pottery Barn	- 0%	- 0%	- 0%	- 0%	- 0%
Mail order catalogs	- 0%	- 0%	- 0%	- 0%	- 0%
Through the Internet	- 0%	- 0%	- 0%	- 0%	- 0%
Bargain store, such as the Dollar Store or Family Dollar	21 3%	3 2%	7 3%	11 8%	- 0%
Office supply store, such as Office Depot or Staples	- 0%	- 0%	- 0%	- 0%	- 0%
Electronics store such as Best Buy	- 0%	- 0%	- 0%	- 0%	- 0%
Other (Specify)	15 2%	6 4%	4 2%	5 4%	- 0%
Don't Know	10 2%	1 1%	4 2%	3 2%	2 3%
Refused	2 0%	- 0%	1 0%	1 1%	- 0%

NCFL4\_016\_ANNOTATE. 16. Other (Specify) ... FOR NCFL4

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	15	6	4	5	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	15 2%	6 4%	4 2%	5 4%	- 0%
001 - Grocery store or supermarket	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Warehouse/Club store, such as Sam's Club or Costco	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Home improvement store, such as Home Depot or Lowe's	1 0%	- 0%	1 0%	- 0%	- 0%
004 - Hardware store, such as TruValue, ACE Hardware	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Mass merchandise or discount department store, such as a Wal-Mart, Kohls, K-Mart, or Target	3 0%	1 1%	- 0%	2 2%	- 0%
006 - Drugstore, such as Walgreen's or CVS	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Convenience store, such as 7-Eleven	- 0%	- 0%	- 0%	- 0%	- 0%
008 - Specialty lighting or electrical store	1 0%	1 1%	- 0%	- 0%	- 0%
009 - Home furnishing store, such as a Bed, Bath, and Beyond, Linens and Things, or Pottery Barn	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Mail order catalogs	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Through the Internet	- 0%	- 0%	- 0%	- 0%	- 0%
013 - Bargain store, such as the Dollar Store or Family Dollar	4 1%	2 1%	1 0%	1 1%	- 0%
014 - Office supply store, such as Office Depot or Staples	- 0%	- 0%	- 0%	- 0%	- 0%
015 - Electronics store such as Best Buy	- 0%	- 0%	- 0%	- 0%	- 0%
017 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%

018 - Refused	- 0%	- 0%	- 0%	- 0%	- 0%
019 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
020 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
021 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
022 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
023 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
024 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
025 - Other	6 1%	2 1%	2 1%	2 2%	- 0%

AMD1. I have just a few questions left for statistical purposes only. What type of home do you live in? Please stop me when I read the appropriate one. Is it a ...(READ LIST)?

	<b>TOTAL</b>	<b>EASTERN</b>	<b>NORTHERN</b>	<b>SOUTHERN</b>	<b>WESTERN</b>
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Single family detached (no common walls)	374 62%	104 66%	143 57%	86 66%	41 62%
Single family attached, townhouse, or duplex	70 12%	12 8%	42 17%	6 5%	10 15%
Apartment building with 2-4 units	28 5%	9 6%	13 5%	5 4%	1 2%
Apartment building with 5 or more units	38 6%	8 5%	19 8%	6 5%	5 8%
A mobile home or trailer	79 13%	20 13%	28 11%	23 18%	8 12%
Other (Specify)	5 1%	2 1%	2 1%	1 1%	- 0%
(DO NOT	2	-	2	-	-

READ) Don't Know	0%	0%	1%	0%	0%
(DO NOT READ) Refused	9 1%	3 2%	1 0%	4 3%	1 2%
	-	-	-	-	-
MEAN	2	2	2	2	2

AMD1\_6\_ANNOTATE. 6. Other (Specify) ... FOR AMD1

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	5	2	2	1	-
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
<b>Total coded</b>	5 1%	2 1%	2 1%	1 1%	- 0%
001 - Single family detached (no common walls)	3 0%	- 0%	2 1%	1 1%	- 0%
002 - Single family attached, townhouse, or duplex	- 0%	- 0%	- 0%	- 0%	- 0%
003 - Apartment building with 2-4 units	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Apartment building with 5 or more units	- 0%	- 0%	- 0%	- 0%	- 0%
005 - A mobile home or trailer	- 0%	- 0%	- 0%	- 0%	- 0%
007 - (DO NOT READ) Don't Know	1 0%	1 1%	- 0%	- 0%	- 0%
008 - (DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
009 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Other	1 0%	1 1%	- 0%	- 0%	- 0%

AMD2. Approximately in what year was your home built? If unsure, as close to the year as you can say is okay.

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	507	134	212	98	63
Minimum	1900	1901	1900	1909	1900

value					
Maximum value	2011	2011	2011	2011	2010
Mean value	1983	1982	1985	1980	1980

**FREQUENCIES:**

-1	98 16.2%	24 15.2%	38 15.2%	33 25.2%	3 4.5%
1900	3 0.5%	- 0.0%	2 0.8%	- 0.0%	1 1.5%
1901	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
1904	1 0.2%	- 0.0%	- 0.0%	- 0.0%	1 1.5%
1909	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
1910	2 0.3%	- 0.0%	1 0.4%	- 0.0%	1 1.5%
1912	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
1920	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
1923	1 0.2%	- 0.0%	- 0.0%	- 0.0%	1 1.5%
1924	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
1927	1 0.2%	- 0.0%	- 0.0%	- 0.0%	1 1.5%
1930	2 0.3%	1 0.6%	- 0.0%	1 0.8%	- 0.0%
1935	3 0.5%	1 0.6%	2 0.8%	- 0.0%	- 0.0%
1939	2 0.3%	1 0.6%	1 0.4%	- 0.0%	- 0.0%
1940	3 0.5%	- 0.0%	1 0.4%	1 0.8%	1 1.5%
1943	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
1944	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
1947	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
1948	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
1950	12 2.0%	3 1.9%	4 1.6%	2 1.5%	3 4.5%
1952	3 0.5%	1 0.6%	1 0.4%	1 0.8%	- 0.0%
1953	2 0.3%	- 0.0%	1 0.4%	1 0.8%	- 0.0%
1954	2	-	1	1	-

	0.3%	0.0%	0.4%	0.8%	0.0%
	4	-	2	2	-
1955	0.7%	0.0%	0.8%	1.5%	0.0%
	4	3	1	-	-
1956	0.7%	1.9%	0.4%	0.0%	0.0%
	3	2	1	-	-
1957	0.5%	1.3%	0.4%	0.0%	0.0%
	5	-	4	1	-
1958	0.8%	0.0%	1.6%	0.8%	0.0%
	5	2	1	2	-
1959	0.8%	1.3%	0.4%	1.5%	0.0%
	15	2	5	5	3
1960	2.5%	1.3%	2.0%	3.8%	4.5%
	4	1	2	1	-
1961	0.7%	0.6%	0.8%	0.8%	0.0%
	2	-	2	-	-
1962	0.3%	0.0%	0.8%	0.0%	0.0%
	4	1	2	-	1
1963	0.7%	0.6%	0.8%	0.0%	1.5%
	4	2	1	1	-
1964	0.7%	1.3%	0.4%	0.8%	0.0%
	5	3	1	1	-
1965	0.8%	1.9%	0.4%	0.8%	0.0%
	4	1	-	2	1
1966	0.7%	0.6%	0.0%	1.5%	1.5%
	4	2	1	-	1
1967	0.7%	1.3%	0.4%	0.0%	1.5%
	7	2	2	1	2
1968	1.2%	1.3%	0.8%	0.8%	3.0%
	1	-	1	-	-
1969	0.2%	0.0%	0.4%	0.0%	0.0%
	23	4	7	9	3
1970	3.8%	2.5%	2.8%	6.9%	4.5%
	1	-	-	1	-
1971	0.2%	0.0%	0.0%	0.8%	0.0%
	13	6	4	-	3
1972	2.1%	3.8%	1.6%	0.0%	4.5%
	8	4	-	3	1
1973	1.3%	2.5%	0.0%	2.3%	1.5%
	10	3	4	2	1
1974	1.7%	1.9%	1.6%	1.5%	1.5%
	9	2	5	2	-
1975	1.5%	1.3%	2.0%	1.5%	0.0%
	3	-	2	1	-
1976	0.5%	0.0%	0.8%	0.8%	0.0%
	2	-	1	1	-
1977	0.3%	0.0%	0.4%	0.8%	0.0%
	8	2	4	2	-
1978	1.3%	1.3%	1.6%	1.5%	0.0%
	4	1	2	1	-
1979	0.7%	0.6%	0.8%	0.8%	0.0%
	17	7	6	3	1
1980	2.8%	4.4%	2.4%	2.3%	1.5%
	3	1	1	-	1
1981	0.5%	0.6%	0.4%	0.0%	1.5%
1982	4	1	3	-	-

	0.7%	0.6%	1.2%	0.0%	0.0%
1983	5	1	4	-	-
	0.8%	0.6%	1.6%	0.0%	0.0%
1984	6	1	2	1	2
	1.0%	0.6%	0.8%	0.8%	3.0%
1985	15	4	8	3	-
	2.5%	2.5%	3.2%	2.3%	0.0%
1986	7	3	-	3	1
	1.2%	1.9%	0.0%	2.3%	1.5%
1987	8	2	2	1	3
	1.3%	1.3%	0.8%	0.8%	4.5%
1988	5	-	4	1	-
	0.8%	0.0%	1.6%	0.8%	0.0%
1989	6	1	5	-	-
	1.0%	0.6%	2.0%	0.0%	0.0%
1990	10	2	5	2	1
	1.7%	1.3%	2.0%	1.5%	1.5%
1991	6	2	2	2	-
	1.0%	1.3%	0.8%	1.5%	0.0%
1992	8	1	3	2	2
	1.3%	0.6%	1.2%	1.5%	3.0%
1993	9	1	7	-	1
	1.5%	0.6%	2.8%	0.0%	1.5%
1994	6	2	3	-	1
	1.0%	1.3%	1.2%	0.0%	1.5%
1995	11	1	4	2	4
	1.8%	0.6%	1.6%	1.5%	6.1%
1996	13	5	6	1	1
	2.1%	3.2%	2.4%	0.8%	1.5%
1997	5	3	1	1	-
	0.8%	1.9%	0.4%	0.8%	0.0%
1998	15	2	10	3	-
	2.5%	1.3%	4.0%	2.3%	0.0%
1999	8	-	5	2	1
	1.3%	0.0%	2.0%	1.5%	1.5%
2000	19	3	9	5	2
	3.1%	1.9%	3.6%	3.8%	3.0%
2001	14	3	8	2	1
	2.3%	1.9%	3.2%	1.5%	1.5%
2002	7	2	2	1	2
	1.2%	1.3%	0.8%	0.8%	3.0%
2003	13	2	4	3	4
	2.1%	1.3%	1.6%	2.3%	6.1%
2004	19	4	7	3	5
	3.1%	2.5%	2.8%	2.3%	7.6%
2005	16	7	7	1	1
	2.6%	4.4%	2.8%	0.8%	1.5%
2006	16	6	6	2	2
	2.6%	3.8%	2.4%	1.5%	3.0%
2007	10	3	6	-	1
	1.7%	1.9%	2.4%	0.0%	1.5%
2008	9	3	3	3	-
	1.5%	1.9%	1.2%	2.3%	0.0%
2009	10	3	6	1	-
	1.7%	1.9%	2.4%	0.8%	0.0%
2010	5	1	1	2	1

	0.8%	0.6%	0.4%	1.5%	1.5%
	4	2	1	1	-
2011	0.7%	1.3%	0.4%	0.8%	0.0%

AMD3. Do you or members of your household own this home or do you rent?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Own	445 74%	118 75%	180 72%	95 73%	52 79%
Rent	143 24%	37 23%	65 26%	28 21%	13 20%
Occupied without payment of rent	- 0%	- 0%	- 0%	- 0%	- 0%
Other	6 1%	- 0%	3 1%	3 2%	- 0%
Don't Know	1 0%	- 0%	- 0%	1 1%	- 0%
Refused	10 2%	3 2%	2 1%	4 3%	1 2%
	-	-	-	-	-
MEAN	1	1	1	1	1

AMD4. Counting yourself, how many people live in your household year round? (USE 98 FOR DON'T KNOW AND 99 FOR REFUSED.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	605	158	250	131	66
Minimum value	0	0	1	1	0
Maximum value	99	99	99	99	99
Mean value	5	5	4	5	4

**FREQUENCIES:**

0	2 0.3%	1 0.6%	- 0.0%	- 0.0%	1 1.5%
1	129 21.3%	37 23.4%	48 19.2%	27 20.6%	17 25.8%
2	253	75	101	51	26

	41.8%	47.5%	40.4%	38.9%	39.4%
3	100	18	48	25	9
	16.5%	11.4%	19.2%	19.1%	13.6%
4	70	16	32	13	9
	11.6%	10.1%	12.8%	9.9%	13.6%
5	24	4	13	6	1
	4.0%	2.5%	5.2%	4.6%	1.5%
6	9	1	3	3	2
	1.5%	0.6%	1.2%	2.3%	3.0%
7	3	1	1	1	-
	0.5%	0.6%	0.4%	0.8%	0.0%
11	1	-	-	1	-
	0.2%	0.0%	0.0%	0.8%	0.0%
99	14	5	4	4	1
	2.3%	3.2%	1.6%	3.1%	1.5%

AMD5. Is your home...(READ LIST)?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
All electric	345 57%	108 68%	125 50%	79 60%	33 50%
Gas and electric	220 36%	41 26%	115 46%	40 31%	24 36%
Some other combination of energy sources for heating and cooling.	25 4%	4 3%	6 2%	8 6%	7 11%
(DO NOT READ) Don't Know	3 0%	1 1%	1 0%	- 0%	1 2%
(DO NOT READ) Refused	12 2%	4 3%	3 1%	4 3%	1 2%
	-	-	-	-	-
MEAN	2	1	2	2	2

AMD6. Approximately how many square feet is your home? (READ LIST ONLY IF NECESSARY.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Less than 1,400	118 20%	31 20%	50 20%	20 15%	17 26%
1,400 - 1,999	149 25%	34 22%	70 28%	26 20%	19 29%

2,000 - 2,499	81 13%	22 14%	38 15%	12 9%	9 14%
2,500 - 3,499	50 8%	15 9%	19 8%	8 6%	8 12%
3,500 - 3,999	7 1%	1 1%	4 2%	2 2%	- 0%
4,000 - 4,999	11 2%	4 3%	4 2%	2 2%	1 2%
5,000 or more	14 2%	5 3%	4 2%	2 2%	3 5%
Don't Know	162 27%	42 27%	58 23%	54 41%	8 12%
Refused	13 2%	4 3%	3 1%	5 4%	1 2%
	-	-	-	-	-
MEAN	4	4	4	5	3

AMD7. How many rooms are in your home, not counting bathrooms? (RECORD NUMBER)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	175 29%	46 29%	61 24%	59 45%	9 14%
1	2 0%	- 0%	2 1%	- 0%	- 0%
2	11 2%	2 1%	4 2%	5 4%	- 0%
3	18 3%	6 4%	6 2%	6 5%	- 0%
4	32 5%	8 5%	13 5%	9 7%	2 3%
5	35 6%	7 4%	14 6%	14 11%	- 0%
6	30 5%	8 5%	10 4%	9 7%	3 5%
7	20 3%	7 4%	5 2%	6 5%	2 3%
8	10 2%	3 2%	3 1%	3 2%	1 2%
9	2 0%	- 0%	- 0%	2 2%	- 0%
10 or more	2 0%	- 0%	1 0%	1 1%	- 0%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	13	5	3	4	1

	2%	3%	1%	3%	2%
	-	-	-	-	-
MEAN	6	6	5	6	7

AMD8. In what year were you born?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	574	148	235	126	65
Minimum value	1920	1920	1921	1922	1930
Maximum value	1992	1991	1992	1990	1988
Mean value	1956	1955	1959	1954	1956
<b>FREQUENCIES:</b>					

-1	31 5.1%	10 6.3%	15 6.0%	5 3.8%	1 1.5%
1920	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
1921	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
1922	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
1923	1 0.2%	- 0.0%	- 0.0%	1 0.8%	- 0.0%
1924	1 0.2%	- 0.0%	1 0.4%	- 0.0%	- 0.0%
1925	4 0.7%	2 1.3%	2 0.8%	- 0.0%	- 0.0%
1926	5 0.8%	2 1.3%	2 0.8%	1 0.8%	- 0.0%
1927	1 0.2%	1 0.6%	- 0.0%	- 0.0%	- 0.0%
1928	5 0.8%	1 0.6%	3 1.2%	1 0.8%	- 0.0%
1929	2 0.3%	- 0.0%	2 0.8%	- 0.0%	- 0.0%
1930	11 1.8%	3 1.9%	2 0.8%	5 3.8%	1 1.5%
1931	6 1.0%	1 0.6%	5 2.0%	- 0.0%	- 0.0%
1932	13 2.1%	5 3.2%	4 1.6%	2 1.5%	2 3.0%
1933	6 1.0%	- 0.0%	3 1.2%	2 1.5%	1 1.5%
1934	10 1.7%	3 1.9%	3 1.2%	3 2.3%	1 1.5%
1935	5	3	1	1	-

	0.8%	1.9%	0.4%	0.8%	0.0%
1936	8	3	-	4	1
	1.3%	1.9%	0.0%	3.1%	1.5%
1937	6	2	2	2	-
	1.0%	1.3%	0.8%	1.5%	0.0%
1938	13	2	5	2	4
	2.1%	1.3%	2.0%	1.5%	6.1%
1939	11	5	1	5	-
	1.8%	3.2%	0.4%	3.8%	0.0%
1940	15	6	6	-	3
	2.5%	3.8%	2.4%	0.0%	4.5%
1941	5	1	2	2	-
	0.8%	0.6%	0.8%	1.5%	0.0%
1942	8	3	3	1	1
	1.3%	1.9%	1.2%	0.8%	1.5%
1943	13	2	9	1	1
	2.1%	1.3%	3.6%	0.8%	1.5%
1944	9	3	4	-	2
	1.5%	1.9%	1.6%	0.0%	3.0%
1945	4	-	2	1	1
	0.7%	0.0%	0.8%	0.8%	1.5%
1946	16	7	6	2	1
	2.6%	4.4%	2.4%	1.5%	1.5%
1947	9	3	4	-	2
	1.5%	1.9%	1.6%	0.0%	3.0%
1948	10	1	3	3	3
	1.7%	0.6%	1.2%	2.3%	4.5%
1949	16	6	7	2	1
	2.6%	3.8%	2.8%	1.5%	1.5%
1950	9	3	5	1	-
	1.5%	1.9%	2.0%	0.8%	0.0%
1951	13	1	2	6	4
	2.1%	0.6%	0.8%	4.6%	6.1%
1952	14	2	9	2	1
	2.3%	1.3%	3.6%	1.5%	1.5%
1953	18	3	7	6	2
	3.0%	1.9%	2.8%	4.6%	3.0%
1954	15	4	4	7	-
	2.5%	2.5%	1.6%	5.3%	0.0%
1955	10	2	1	5	2
	1.7%	1.3%	0.4%	3.8%	3.0%
1956	13	4	3	4	2
	2.1%	2.5%	1.2%	3.1%	3.0%
1957	12	2	2	8	-
	2.0%	1.3%	0.8%	6.1%	0.0%
1958	14	5	4	4	1
	2.3%	3.2%	1.6%	3.1%	1.5%
1959	6	1	3	1	1
	1.0%	0.6%	1.2%	0.8%	1.5%
1960	12	3	5	1	3
	2.0%	1.9%	2.0%	0.8%	4.5%
1961	8	2	4	1	1
	1.3%	1.3%	1.6%	0.8%	1.5%
1962	9	2	3	3	1
	1.5%	1.3%	1.2%	2.3%	1.5%
1963	9	3	1	1	4

	1.5%	1.9%	0.4%	0.8%	6.1%
1964	11	4	3	4	-
	1.8%	2.5%	1.2%	3.1%	0.0%
1965	8	1	5	1	1
	1.3%	0.6%	2.0%	0.8%	1.5%
1966	5	2	1	1	1
	0.8%	1.3%	0.4%	0.8%	1.5%
1967	10	2	3	2	3
	1.7%	1.3%	1.2%	1.5%	4.5%
1968	9	1	7	1	-
	1.5%	0.6%	2.8%	0.8%	0.0%
1969	8	1	3	3	1
	1.3%	0.6%	1.2%	2.3%	1.5%
1970	6	2	2	2	-
	1.0%	1.3%	0.8%	1.5%	0.0%
1971	8	-	7	-	1
	1.3%	0.0%	2.8%	0.0%	1.5%
1972	6	1	3	1	1
	1.0%	0.6%	1.2%	0.8%	1.5%
1973	3	-	2	1	-
	0.5%	0.0%	0.8%	0.8%	0.0%
1974	4	1	-	1	2
	0.7%	0.6%	0.0%	0.8%	3.0%
1975	9	2	5	1	1
	1.5%	1.3%	2.0%	0.8%	1.5%
1976	4	2	2	-	-
	0.7%	1.3%	0.8%	0.0%	0.0%
1977	9	2	5	2	-
	1.5%	1.3%	2.0%	1.5%	0.0%
1978	11	2	5	4	-
	1.8%	1.3%	2.0%	3.1%	0.0%
1979	9	3	5	1	-
	1.5%	1.9%	2.0%	0.8%	0.0%
1980	10	3	5	2	-
	1.7%	1.9%	2.0%	1.5%	0.0%
1981	8	-	6	-	2
	1.3%	0.0%	2.4%	0.0%	3.0%
1982	6	1	4	-	1
	1.0%	0.6%	1.6%	0.0%	1.5%
1983	12	4	5	2	1
	2.0%	2.5%	2.0%	1.5%	1.5%
1984	5	4	1	-	-
	0.8%	2.5%	0.4%	0.0%	0.0%
1985	5	1	3	1	-
	0.8%	0.6%	1.2%	0.8%	0.0%
1986	10	2	7	1	-
	1.7%	1.3%	2.8%	0.8%	0.0%
1987	4	1	2	-	1
	0.7%	0.6%	0.8%	0.0%	1.5%
1988	6	-	3	1	2
	1.0%	0.0%	1.2%	0.8%	3.0%
1989	4	1	2	1	-
	0.7%	0.6%	0.8%	0.8%	0.0%
1990	3	-	2	1	-
	0.5%	0.0%	0.8%	0.8%	0.0%
1991	2	2	-	-	-

	0.3%	1.3%	0.0%	0.0%	0.0%
1992	1	-	1	-	-
	0.2%	0.0%	0.4%	0.0%	0.0%

AMD9. Do you consider yourself to be Hispanic, or Latino?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Yes	16 3%	5 3%	8 3%	2 2%	1 2%
No	569 94%	146 92%	238 95%	121 92%	64 97%
Don't Know	3 0%	- 0%	- 0%	3 2%	- 0%
Refused	17 3%	7 4%	4 2%	5 4%	1 2%
	-	-	-	-	-
MEAN	2	2	2	2	2

AMD9A. Do you consider yourself to be . . .(READ LIST)? (SELECT ONE RESPONSE ONLY. IF MIXED RACE OR MULTIPLE RACES, RECORD IN 'OTHER')

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	569 94%	146 92%	238 95%	121 92%	64 97%
White or Caucasian	405 67%	115 73%	159 64%	72 55%	59 89%
Black or African-American	142 23%	28 18%	66 26%	45 34%	3 5%
American Indian	4 1%	- 0%	2 1%	2 2%	- 0%
Pacific Islander	- 0%	- 0%	- 0%	- 0%	- 0%
Asian (Chinese, Japanese, Indian, Malaysian, Vietnamese, Cambodian)	5 1%	- 0%	3 1%	1 1%	1 2%
Other (Specify)	5 1%	1 1%	2 1%	1 1%	1 2%
(DO NOT READ) Don't Know	1 0%	1 1%	- 0%	- 0%	- 0%
(DO NOT READ)	7	1	6	-	-

Refused	1%	1%	2%	0%	0%
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AMD9A\_6\_ANNOTATE. 6. Other (Specify) ... FOR AMD9A

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	5	1	2	1	1
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
<b>Total coded</b>	5 1%	1 1%	2 1%	1 1%	1 2%
001 - White or Caucasian	- 0%	- 0%	- 0%	- 0%	- 0%
002 - Black or African-American	- 0%	- 0%	- 0%	- 0%	- 0%
003 - American Indian	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Pacific Islander	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Asian (Chinese, Japanese, Indian, Malaysian, Vietnamese, Cambodian)	- 0%	- 0%	- 0%	- 0%	- 0%
008 - (DO NOT READ) Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
009 - (DO NOT READ) Refused	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Other	5 1%	1 1%	2 1%	1 1%	1 2%

AMD10. What is the highest level of education you have completed so far? (READ LIST ONLY IF NECESSARY.)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Less than 9th grade	14 2%	5 3%	5 2%	4 3%	- 0%
9th to 12th grade; Non-high school graduate	43 7%	9 6%	12 5%	18 14%	4 6%
High school graduate or equivalent (e.g., GED)	169 28%	48 30%	65 26%	43 33%	13 20%

Attended some college, no degree (includes junior/community college)	99 16%	26 16%	36 14%	28 21%	9 14%
Associates degree	49 8%	10 6%	26 10%	7 5%	6 9%
Bachelors degree	101 17%	23 15%	48 19%	16 12%	14 21%
Graduate or Professional degree	100 17%	26 16%	49 20%	8 6%	17 26%
Other (Specify)	7 1%	2 1%	2 1%	1 1%	2 3%
Don't Know	2 0%	1 1%	- 0%	1 1%	- 0%
Refused	21 3%	8 5%	7 3%	5 4%	1 2%
	-	-	-	-	-
MEAN	5	5	5	4	5

AMD10\_8\_ANNOTATE. 8. Other (Specify) ... FOR AMD10

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	7	2	2	1	2
	0%	0%	0%	0%	0%
<b>CODE FREQUENCIES</b>					
Total coded	7 1%	2 1%	2 1%	1 1%	2 3%
001 - Less than 9th grade	- 0%	- 0%	- 0%	- 0%	- 0%
002 - 9th to 12th grade; Non-high school graduate	- 0%	- 0%	- 0%	- 0%	- 0%
003 - High school graduate or equivalent (e.g., GED)	- 0%	- 0%	- 0%	- 0%	- 0%
004 - Attended some college, no degree (includes junior/community college)	- 0%	- 0%	- 0%	- 0%	- 0%
005 - Associates degree	- 0%	- 0%	- 0%	- 0%	- 0%
006 - Bachelors degree	- 0%	- 0%	- 0%	- 0%	- 0%
007 - Graduate or Professional degree	5 1%	1 1%	2 1%	1 1%	1 2%
009 - Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
010 - Refused	-	-	-	-	-

	0%	0%	0%	0%	0%
011 - Reserved	- 0%	- 0%	- 0%	- 0%	- 0%
012 - Other	2 0%	1 1%	- 0%	- 0%	1 2%

AMD11. Which range best describes your total household income in 2010 before taxes?  
Please stop me when I read the appropriate range. (READ LIST)

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Less than \$25,000	129 21%	33 21%	47 19%	38 29%	11 17%
25,000 to less than \$50,000	139 23%	41 26%	59 24%	30 23%	9 14%
\$50,000 to less than \$75,000	94 16%	20 13%	41 16%	16 12%	17 26%
\$75,000 to less than \$100,000	49 8%	16 10%	23 9%	5 4%	5 8%
\$100,000 to less than \$150,000	39 6%	4 3%	25 10%	6 5%	4 6%
\$150,000 or more	23 4%	7 4%	10 4%	3 2%	3 5%
(DO NOT READ) Don't Know	30 5%	9 6%	8 3%	12 9%	1 2%
(DO NOT READ) Refused	102 17%	28 18%	37 15%	21 16%	16 24%
	-	-	-	-	-
MEAN	4	4	4	4	4

R1. We're at the end and I want to ask your help for one more part of this study. We are offering people \$50 to allow a trained technician to visit their home to observe current in-home lighting. The visit should take about an hour, during which time a technician will gather information on the lighting products used in your home to better understand how Progress Energy can serve its customers. I'm only asking you to agree to be contacted to set up an appointment to visit your home. You are under no obligation. There will be no attempt to sell you anything before, during or after the visit. Would you be interested in

being a part of this study?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	605 100%	158 100%	250 100%	131 100%	66 100%
Yes	235 39%	63 40%	105 42%	44 34%	23 35%
No	337 56%	84 53%	133 53%	78 60%	42 64%
Don't Know	9 1%	3 2%	3 1%	3 2%	- 0%
Refused	24 4%	8 5%	9 4%	6 5%	1 2%
	-	-	-	-	-
MEAN	2	2	2	2	2

R2. That's okay, you do not have to decide now. Would it be OK if I take your name and have someone call you when we are scheduling these visits?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	9 1%	3 2%	3 1%	3 2%	- 0%
Yes	9 1%	3 2%	3 1%	3 2%	- 0%
No	- 0%	- 0%	- 0%	- 0%	- 0%
Don't Know	- 0%	- 0%	- 0%	- 0%	- 0%
Refused	- 0%	- 0%	- 0%	- 0%	- 0%
	-	-	-	-	-
MEAN	1	1	1	1	-

R3\_NAME. Name:

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	235	63	105	44	23

R3\_ADDRESS. Address:

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
<b>Total answering</b>	235	63	105	44	23

R3\_ADDRESS2.

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	1	-	-	1	-

R3\_CITY. City:

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	235	63	105	44	23

R3\_ZIP. Zipcode:

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	235	63	105	44	23

R5. And what is your name?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	9	3	3	3	-

R6. Is this the best number to reach you at? [SAMPLE\_PHN\_NMBR]

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	244 40%	66 42%	108 43%	47 36%	23 35%
Yes	232 38%	63 40%	101 40%	47 36%	21 32%
No	11 2%	3 2%	6 2%	- 0%	2 3%
Refused	1 0%	- 0%	1 0%	- 0%	- 0%

R7. What would be a better number?

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	11	3	6	-	2

R5STRING. Question text goes here.

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	-	-	-	-	-

R5STRING2. Question text goes here.

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	-	-	-	-	-

R5STRING3. Question text goes here.

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	-	-	-	-	-

JCS\_R5. R5

	TOTAL	EASTERN	NORTHERN	SOUTHERN	WESTERN
Total answering	9	3	3	3	-